

# The War In Pictures

SEPT 7<sup>th</sup>  
1918

# Leslie's

*Illustrated Weekly Newspaper*

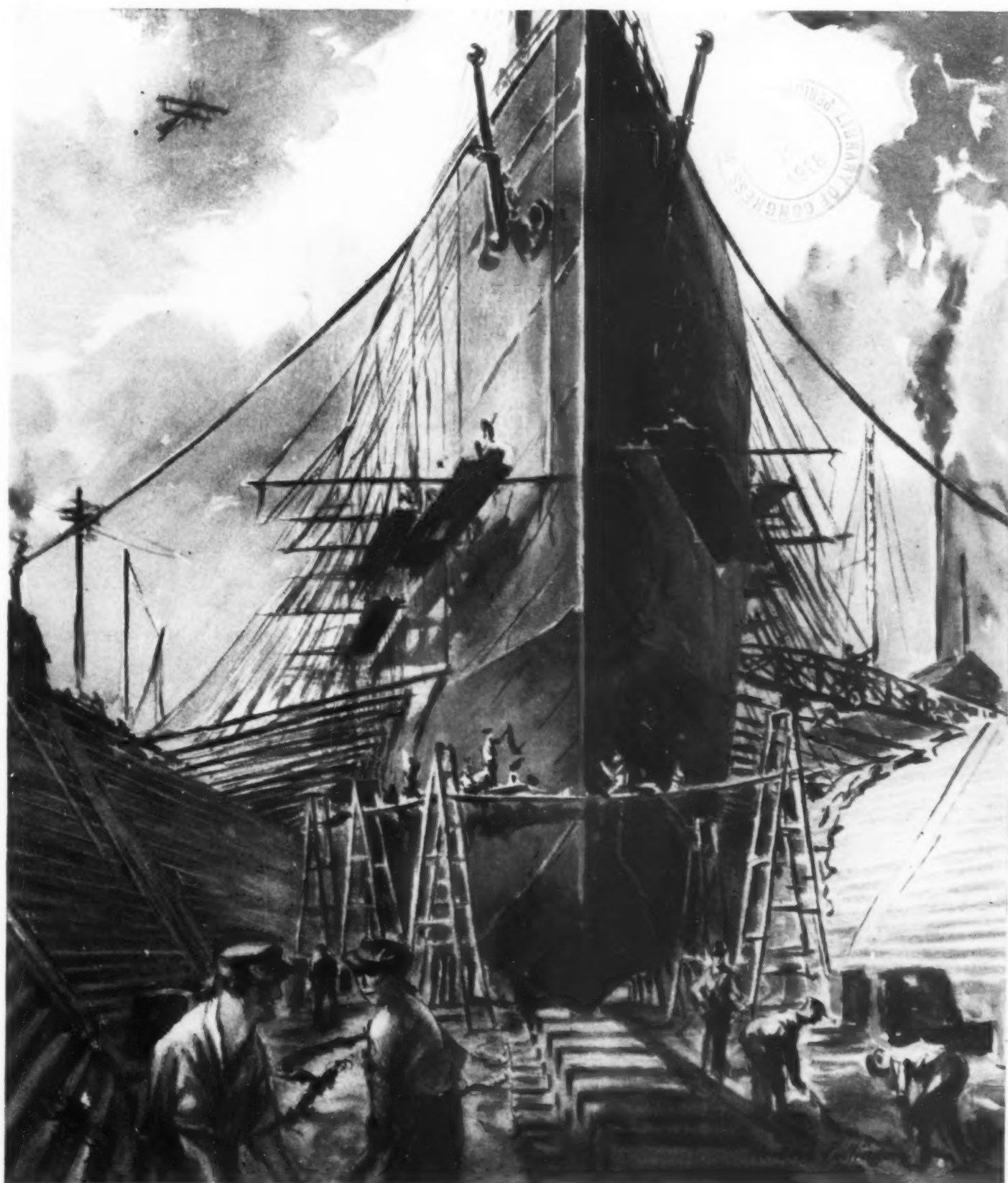
PRICE 10 CENTS

In Canada, 15 Cents

NOTICE TO READER

When you finish reading this magazine place a one-cent stamp on this notice, mail the magazine, and it will be placed in the hands of our soldiers or sailors destined to proceed overseas.

NO WRAPPING—NO ADDRESS



★ Copyright, 1918, by Leslie's

*Labor Day, 1918*

THE INDUSTRIAL NUMBER

# \$100,000,000,000

represents only a tithe of the cost in life and labor, in brains and blood, of the knowledge we inherit to-day. Civilization already has spent more than this huge sum merely for the knowledge it now has of the extent to which the German national soul has been enslaved by the Prussian Military Autocracy.

The things we enjoy that lighten the burdens of life, that add to its pleasures, that have made us a free people, champions of right and justice—our political and social systems, our literature, art, science, industries—are the result of knowledge gained through ages of slow development at an incalculable cost in life and treasure.

That this priceless knowledge might be within the reach of all, understandable by all, and usable by all, are the high aims of the publishers who have caused this vast aggregation of the production of human labor to be collected, classified, digested, and presented in immediately accessible form, at an unprecedentedly low price, in

## EVERY AMERICAN'S REFERENCE LIBRARY

This famous 16-inch Shelf of Reference Books weighs only 16 Pounds, including the Bookcase. With *Every American's* conveniently at your elbow, on library table or office desk, there is no more searching around in dusty corners of the library shelves for some ponderous tome when you want to satisfy yourself about a fact or word. So light in weight that the youngest school child can carry it to any part of the house where its use is desired.



Takes away all thought of drudgery in connection with the pursuit of knowledge. When fact-finding is made so easy, "looking it up" in the Encyclopedia, or in the Dictionary, becomes a pleasure instead of a bore. Thus is formed a habit which stimulates a love for accuracy without which there can be no efficiency, and without efficiency there can be no progress.

## A STUPENDOUS BARGAIN

Think of the untold billions this knowledge has cost and then picture to yourself the power and influence that can come to the man or woman who makes use of it through owning *Every American's Reference Library*!

Many who read this announcement may be temporarily enjoying much larger incomes than they ever received before, owing to present war conditions in labor. Prepare yourself against the day of wage adjustment after peace is declared—insure the stability of that income for the future—make it possible for that income to continue to grow—put

yourself in the class of those now in lucrative employments who will survive by reason of *special fitness*—by using the coupon to-day.

Never before was there so much in the shape of useful knowledge ready for instant use offered for so little in cost. More up-to-date than other reference works selling for \$100 and upwards. Nothing like *Every American's Reference Library* can be bought to-day at a price under \$30.00. Remember our limited time price is only \$13.00, and you have a whole year in which to pay it, if desired.

### GIVEN TO PROMPT SUBSCRIBERS

The specially designed, substantial, Folding Oak Bookcase here illustrated, which adds a hundred-fold to the convenience of the Library itself, will be given while they last to prompt subscribers for *Every American's Reference Library*. The factory warns us that on account of government work it can not undertake to continue to supply these cases beyond the small number originally contracted for, so don't put off ordering your set for even a single day.

### MAIL COUPON TO-DAY

to insure your receiving the Oak Bookcase (supplied in natural finish only) together with

### EVERY AMERICAN'S ENCYCLOPEDIA

9 Volumes Bound in Special Library Weave, Extra Durable Cloth, with Labels Stamped in Gold; Catch Words in Big Bold Type; 5000 Pages; 1000 Illustrations. Each Volume 7½x5½ inches. And

### EVERY AMERICAN'S DICTIONARY

1 volume Flexible Government Test Binding, finished with Rich Black Morocco Grain, Gold Lettering, Round Corners. Size 7½ x 5½ inches. Illustrations in Color.

In these Ten Volumes is comprised the sum of human knowledge in its most convenient form, making *Every American's Reference Library* ideal for the progressive home or the efficiently organized business office.

**\$1.00** NOW and the coupon if you want to buy at the instalment price. Or \$12.00 with coupon if you want to save the cash discount. We prepay charges—Lose no time!

**Money Back if Not Satisfied**

### IGNORANCE—GREATEST OF ALL HANDICAPS

*Conscious Ignorance Makes a Man Ill at Ease; Unconscious Ignorance Makes Him Ridiculous*

When discussing the war with people of education, do you suffer embarrassment when it comes to the pronunciation of the names of French cities like Soissons, Chateau-Thierry, Amiens? *Every American's Reference Library* will put you at ease in the best of company, no matter what the subject under discussion, because it gives you the pronunciation of all proper and common names, and tells you just the things every well-informed person must know about notable persons, places and things. What do you know about that marvelous instrument of death and destruction, the Whitehead torpedo; or about the insidious submarine and the Diesel engine which propels it? Whatever the nature of the subject of immediate interest—Huns, Home-Steeds, Laws, Humanists; Haig, Hindenburg, Hyperboreans; Joffre, Jansenists, Janizaries; Lloyd George, Lazzaroni, Lapis Lazuli; Mackensen, Manganese, Mugwumps (to mention a few of hundreds of thousands)—you'll find it in *Every American's Reference Library* which also is especially rich in everything that appeals to the 100% American.

### Special Training Unnecessary

Have you only a limited education?

*Every American's Reference Library* places you on a par with the University bred man because it puts at your command all the facts about the world and its people, what they have done and are now doing. It contains about everything that Nature has created, the human mind has conceived, and man's ingenuity has devised. It is an up-to-date survey of everything known about the arts and sciences, war, invention and manufacture, chemistry and physics, religion and philosophy, history and geography, biography, botany and zoology, engineering, law and agriculture.

### Have You a Poor Memory?

Facts and figures are so easily and naturally found in *Every American's Reference Library* that it requires no effort of the memory to locate them.

Populations and leading industries of towns in the United States and in foreign countries, down to the smallest, and adequate biographies of our captains of industry, are features that, among many others, will be of great service to the American business man.

### Isn't It Worth 3 1/3 Cents a Day?

to be able to speak and write with understanding and precision, to command the respect of your business and social acquaintances as a person of broad knowledge, to say nothing of the increased earning power that inevitably develops in the man or woman of breadth of outlook who is able to see business problems in a big way. Yet all these commanding advantages may be yours at an outlay of only 3 1/3 cents a day!

**BRUNSWICK SUBSCRIPTION CO. L 9-7-18**  
1116 Brunswick Bldg., New York City

Enclosed find \$1.00 first payment on *Every American's Reference Library* and Bookcase. If as represented, I will keep the books and case and remit \$1.00 a month for 12 months after their delivery. Otherwise I will, within 5 days ask for instructions for their return, at your expense, my \$1.00 to be refunded on my receipt.

Name

Address

Occupation



... and in the U. S. Army,  
here and overseas

*A fact:*

From all accounts, the most eagerly sought-for cigarette among American soldiers abroad is Fatima. Exact figures to prove this are not available; but, in view of Fatima's known popularity with both officers and men still in training on this side of the water, it would seem to be correct. Below are printed a few typical reports on training camps and army posts, received from our salesmen in August:

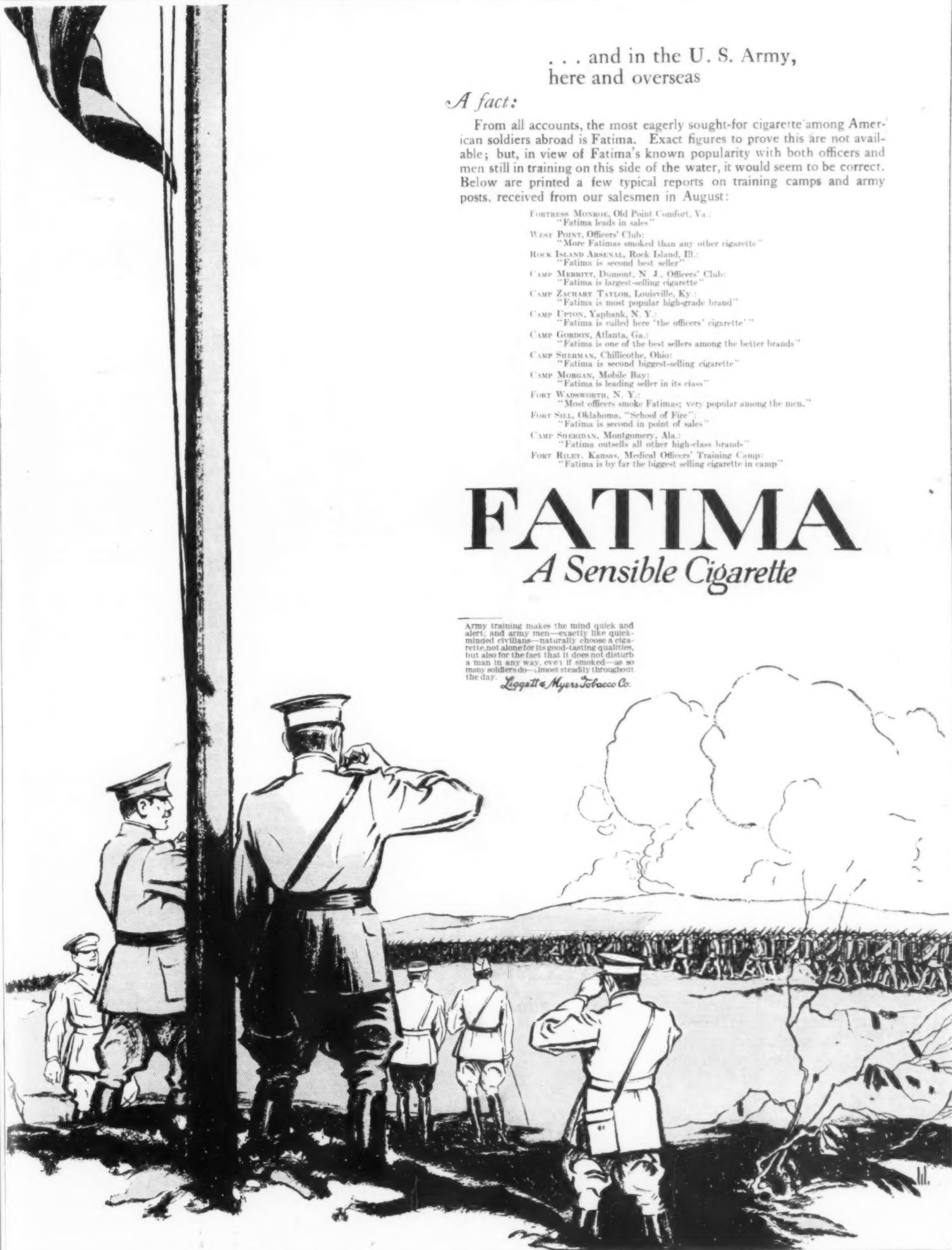
FORTRESS MONROE, Old Point Comfort, Va.:  
"Fatima leads in sales"  
WEST POINT, Officers' Club:  
"More Fatimas smoked than any other cigarette"  
ROCK ISLAND ARSENAL, Rock Island, Ill.:  
"Fatima is second best seller"  
CAMP MERRITT, Dumont, N. J., Officers' Club:  
"Fatima is largest-selling cigarette"  
CAMP ZACHARY TAYLOR, Louisville, Ky.:  
"Fatima is most popular high-grade brand"  
CAMP UPTON, Yaphank, N. Y.:  
"Fatima is called here 'the officers' cigarette'"  
CAMP GORDON, Atlanta, Ga.:  
"Fatima is one of the best sellers among the better brands"  
CAMP SHERMAN, Chillicothe, Ohio:  
"Fatima is second biggest-selling cigarette"  
CAMP MORGAN, Mobile Bay:  
"Fatima is leading seller in its class"  
FORT WADSWORTH, N. Y.:  
"Most officers smoke Fatimas; very popular among the men."  
FORT SILL, Oklahoma, "School of Fire":  
"Fatima is second in point of sales"  
CAMP SHERIDAN, Montgomery, Ala.:  
"Fatima outsells all other high-class brands"  
FORT RILEY, Kansas, Medical Officers' Training Camp:  
"Fatima is by far the biggest selling cigarette in camp"

# FATIMA

*A Sensible Cigarette*

Army training makes the mind quick and alert, and army men—exactly like quick-minded civilians—naturally choose a cigarette, not alone for its good-tasting qualities, but also for the fact that it does not disturb a man in any way, even if smoked—as so many soldiers do—almost steadily throughout the day.

*Liggett & Myers Tobacco Co.*



# Leslie's

*Illustrated Weekly Newspaper*

THE OLDEST ILLUSTRATED WEEKLY  
NEWSPAPER IN THE UNITED STATES

ESTABLISHED DECEMBER 15, 1855

JOHN A. SLEICHER, *Editor-in-Chief*

CONKLIN MANN, *Managing Editor*

10 CENTS A COPY - \$5.00 A YEAR

Entered as Second-Class Mail Matter, Post Office, New York, N. Y.

CXXXVII-SATURDAY, SEPTEMBER 7, 1918/No. 3287

"Stand by the Flag: In God We Trust"

## Work or Fight

By WALT MASON

I SEE the slackers every day; I always find them in my way. And most of them, with lungs endowed, of loyalty are talking loud. They gave two bits to win the fight; they eat corn bread instead of white; they walked a mile in some parade, and helped to buy pink lemonade. They talk and talk of what they've done to can the turgid, tiresome Hun, but never pause an hour to view the many things they do not do.

## Tomorrow and Today

WE hear a good deal about the world of tomorrow, about "a new social order," and a revolution that will level all distinctions and equalize all property rights.

Dreams, idle dreams, the same dreams that we have been having ever since the dawn of creation, and that we shall have as long as man continues to be a little lower than the angels.

The age of miracles has passed. Perfection does not exist outside of Paradise. Equality is impossible as long as man is born as he is—some strong in muscle and some with more gray matter than muscular tissue. The cream will rise to the top.

The world is round, but it is uneven. It has its hills and dales, its valleys and its mountains, its seas and its deserts. Man, with inequalities like the world he inhabits, is created only as far as his soul is concerned in God's image.

In all other respects, each man differs from another, according to heredity and environment. He is what his ambition, his will, and purpose make him. A beneficent Creator provided for variety in all things. Trees differ in height and foliage, flowers differ in color and perfume, and some men are born leaders and others born to be led.

This is the law of God. No law of man will change conditions created by the Infinite. The dreamers, the fad-dists, the self-constituted reformers, and the up-lifters (chiefly concerned in uplifting themselves) will have plenty to do to attend to the world of today, and leave the world of tomorrow for future generations.

The world of today has its problems and its cares, its hopes and fears. They are all precisely like those men have had from the days when the greatest of all Teachers stood on the shores of Galilee and taught the gospel of respect for constituted authority and regard for the feelings of His fellow-men.

In a single instance, when it was sought to confound Him, He directed His disciples to "Render unto Caesar the things which are Caesar's, and unto God the things that are God's." A golden rule for the mischief-makers of today to bear in mind.

It is too bad that the dreamers who would reconstruct the world, re-create man and re-endow woman, do not pay a little more attention to the Great Teacher and the sublime wisdom He taught. When He climbed Gethsemane, he bore a cross not His own, but that of a suffering world.

The world will always suffer, until it listens to His voice, heeds His counsel, and follows in His footsteps.

## Politics and Labor

THE Government's policy has led, as was inevitably foreseen, to an epidemic of strikes. Political labor leaders saw their opportunity and got busy. The more unions, the greater the power of the labor leaders and the greater their emoluments.

It is not unrest among the workers that causes strikes,

but political leaders who trade on the labor votes. They are bold and cunning, and some of them unscrupulous. For instance, the great mass meeting to protest against the traffic in munitions, held in Chicago in January, 1915, made up of workmen and farmers, it is now disclosed, was part of the German propaganda. German money is behind the I. W. W. in every strike.

The adoption of socialistic ideas due to stress of war has stimulated the demands of labor politicians for more of the same sort and legislators weakly yield. Congress passed a seaman's bill and an illiteracy bill at labor's demands. Both have had to be put in abeyance because their operation interfered with the prosecution of the war. Their glaring imperfections were distinctly pointed out while the bills were pending, but the political labor leaders cowed our legislators.

Now the labor agitators are demanding a new trial for Mooney, in spite of the final decision of the courts in California against him. They did the same thing with McNamara, the Los Angeles dynamiter, and contributed \$200,000 for his defense. The best his counsel could do was to advise him to make a confession, which he promptly did. Gompers himself not so long ago defied the courts and was sentenced to jail for contempt, but never served a day of his sentence.

The Clayton law conceded everything to the political labor leaders, who no more control the labor vote than they do the votes of the farmer, school teacher, clergyman, or clerks in business houses.

Labor disputes are no longer settled by parties in interest, but are taken to the favorable atmosphere of Washington, and adjusted to satisfy the political labor leaders. A premium is put on strikes where labor conditions had been peaceful before. The most flagrant case was that of the Western Union.

Now we have a threat to unionize all the steel and iron works and all the ship and lumber mills. After the Government's surrender to the Big Four nothing is too rash for the labor politicians to demand. A cowed Congress, with a few notable exceptions, is whipped into line. Yet independent members were not punished. The great mass of the workmen sustained them at the polls and returned them to their seats at the last Congressional election.

Had a secret ballot been permitted, not one of the great strikes in the munition factories would have been ordered by the workers, but they had no recourse but to submit or be assailed as "scabs" or driven from the union.

In every strike three elements are involved: the employer, the employee, and the public. The last mentioned always foots the bill. If wages are advanced, prices rise and the ultimate consumer puts his hands deeper into his pockets while crying out against the higher cost of living.

The disregard of the rights of the public by strikers is most reprehensible. Waiters watch until a dining-room is full, and then march out to the discomfort of guests against whom they hold no grievance. Trolley men wait for a holiday, and strike early in the morning to disconcert the traveler. The Big Four threatened to tie up the business of the country, which meant in twenty-four hours no milk for sick babies, no food for invalids, no coal for industries, in any large city. Yet the public, misled and misinformed by contemptible yellow sheets, never murmured.

We believe in the right of every worker to seek an open market for his brains and brawn. We believe in high wages and good living. We discountenance violence and distrust labor leaders who trade with politicians.

The American workman is the best in the world, the most intelligent, the most efficient and the most independent. No political labor leader carries the workman's vote in his pocket.

## The Black List

THE BLACK LIST! The first essential is the newspaper. Without it there could be no men and no money. Without it, the news of the war that stimulates the patriot could not be printed. The story of victory that helps the bond sales could not be told, nor the stories of valor that justify the patriotic sacrifices disclosed by the published lists of killed and wounded. The newspapers impress sermons of thrift that stimulate the sale of War Savings Stamps. What more essential than the press?

The Government gives aid to the wheat growers. It builds up the price of silver and gold, and is reconciled to record prices for cotton. Yet it inflicts an archaic and oppressive zone system on publishers at the very time when they are compelled to pay war prices for paper and labor and are struggling to maintain a foothold. Thirteen hundred newspapers went out of business last year.

It is time for Congress to change its attitude toward the press. If it doesn't, the press should change its attitude toward Congressmen and blacklist every one who treats the publisher as an enemy.

## The Plain Truth

STRIKE! Has the grocer struck? Has the miller, the butcher, the newspaper—all of whom suffer hardships from the war? Has big business struck against the proposal to tax its profits even up to 80 per cent.? Have big incomes struck? Who are the strikers? Who are the fighters? Think it over.

ALL RIGHT! If there be a good American of the highest type of patriotism on the Pacific Coast, it is our honored friend, Judge Thomas Burke, of Seattle, former President of its Chamber of Commerce. Active in every good work, he is now a leader in the movement to eradicate all pro-Germanism in Seattle schools and establish the sterling Americanization of instruction. Judge Burke contends, and we agree with him, that none but qualified instructors in foreign languages should be employed and that a teacher who had given instruction in German is not justified in asking for a re-assignment to teach some other language unless he has the necessary qualifications for the work. It is a pleasure to see that the Seattle *Post-Intelligencer* is standing by the Judge in his patriotic attitude. Seattle is all right.

MOVING! It is a difficult task to be President of the United States at any time. It is hardest of all to be President in time of war, for that is a time that tries men's souls. Even one skilfully trained in the science of war and in the activities of business would find it an almost unbearable burden to be President during such a time as this. For one untrained in military arts and inexperienced in business, the task is most difficult. Such a ruler must depend upon advisers. In the selection of these he must display his sagacity and wisdom. Ill-chosen advisers mean costly blunders. Things are moving slowly but surely. Experience is the best teacher. The President is doing the best he can. More than that cannot be asked of any one. He has made mistakes and does not deny it. Better to make mistakes than to make nothing. Those who do nothing are the only ones on earth that never make mistakes. They never make anything.

INSTALLMENTS! The National Association of Credit Men has recommended that federal taxes be made payable in monthly instalments. A sensible suggestion made at the right time. This will make much easier the payment of eight billions of war taxes to be collected the coming year. This stupendous amount is ten times larger than the entire income of the Government from all sources in a pre-war year, but the appalling total bill will and can be met, and the easiest way is on the instalment plan. Incidentally, this is the best answer to those who question the wisdom of making purchases on instalments. In the ultimate analysis of the matter, this is the method pursued by the largest business concerns, for few transactions of magnitude are paid in gross by a single payment. Many a young man starting in life with good prospects has established his household by making its purchases on the instalment plan. Many a man in business is able to open an establishment by making purchases on credit, replenishing his stock as his business increases and as his credit is improved. Let us, therefore, not sneer at the instalment purchaser. He has plenty of company, big and little.

SUNSHINE! LESLIE's is in receipt of a letter from Private J. C. Harrison of the Medical Corps of the United States Army written from Fort Ontario. In the hospital there are a number of wounded soldiers returned from overseas. Of them he writes: "LESLIE's is a favorite with the boys, and in fact they wore it out before I could read all there was in it. It would have done your heart good to see them passing it from bed to bed and each man wanting the man that was reading it to hurry up." The importance of interesting and current reading matter for soldiers, especially those who are in the hospitals, has been frequently emphasized. LESLIE's is furnishing many free copies for our soldier boys both in the camps and in the hospitals, but it is impossible to give as many as are needed. Here is an opportunity for our readers to do something for the men who are offering their lives in defense of our country. Subscriptions may be placed to be sent to the men overseas, or if preferred they may be addressed to the military hospitals where they will be passed around from bed to bed just as this correspondent describes. An investment of \$5 for a year's subscription to LESLIE's will bring many times that amount of joy and comfort to some of the fighting men in the trenches, camps or hospitals.

Those who preserve their files of LESLIE's throughout the war will have the best illustrated history of the world's greatest event. It will be a valuable addition to the library and precious as an heirloom in any family which has hung out a flag with a star or two.





# If German Airplanes were in the sky

*If German Airplanes were in our sky their first concern would be to bomb our railroads and highways, for they know that to tie up traffic is to paralyze the country's activities.*

Yet our own carelessness is helping to accomplish for Germany what her air-fleet cannot accomplish at present!

For every road that is muddy and full of ruts and bumps and holes is impeding traffic, wearing out horse-flesh, ruining motor-vehicles, and effectively slowing up our progress.

## America Needs Good Roads to Win the War

Good Roads are necessary to mobilize the crops, to make the farms efficient, to make the back-country produce;

To mobilize the coal and ores, to open mines that have no rail connections;

To mobilize the manufacturers, to keep them connected and supplied, to bring away their mountainous outputs when the railroads are choked;

To mobilize labor, to bring the workers from distant homes to new plants;

To quicken the pulse and speed the communications of a nation that is still only half awake to the war.

England and France have not post-

poned nor neglected road maintenance. Efficient roads mean more to them than ever. A short cut, a flatter grade, a contour that permits speed, a surface that permits heavy loads, count for more today than they ever did!

## "Good Roads" Today Means "Tarvia Roads"

Tarvia roads are economical of maintenance and economical of labor. They are mudless, dustless, and durable. Their cost is lower than any other type of highway capable of carrying motor-truck traffic.

The most effective, and in fact the only way, to relieve the present railroad congestion is to use the motor-truck more and more for the short hauls.

*Hundreds of thousands of tons of food, fuel, and munitions can be quickly and economically moved in this way.*

But this cannot be accomplished unless the roads are kept up. Therefore it is the duty of every official and every citizen to see that the arteries of our national life are not neglected.

## The *Barrett* Company

New York Chicago Philadelphia Boston St. Louis Cleveland Cincinnati Pittsburgh  
Detroit Birmingham Kansas City Minneapolis Salt Lake City Nashville Seattle Peoria  
THE BARRETT COMPANY, Limited:  
Montreal Toronto Winnipeg Vancouver St. John, N. B. Halifax, N. S. Sydney, N. S.



### Special Service Department

This company has a corps of trained engineers and chemists who have given years of study to modern road problems. The advice of these men may be had for the asking by any one interested. If you will write to the nearest office regarding road problems and conditions in your vicinity, the matter will have prompt attention.

Booklet free on request.

Lower photo, taken in September, 1916, shows the road to Guillemont, France, rapidly being effaced under bombardment (©Central News). Above is a German airplane dropping a bomb (© Underwood & Underwood).

# A Week of the War

By HENRY FARRAND GRIFFIN

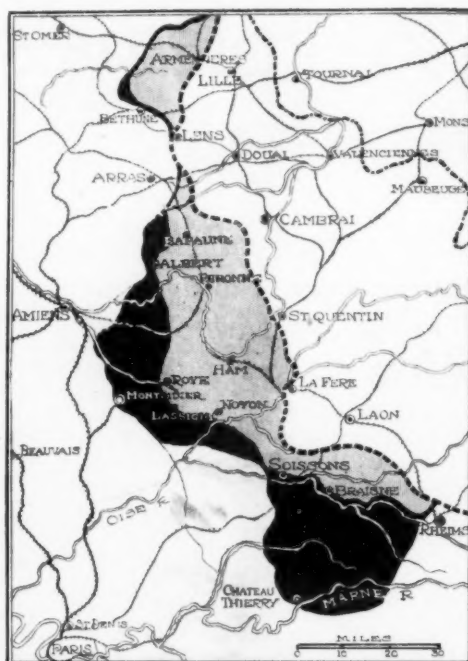
**T**HE tide of German military success has been turned with energy.

The entire German line from Rheims to the North Sea has been badly shaken by recent Allied successes. It is by no means impossible that the enemy may be forced into a general retirement under pressure—which is a very different thing from a gradual voluntary withdrawal to carefully prepared positions. Marshal Foch, having seized the initiative in the Second Battle of the Marne, has been able to retain it up to this writing, and it now looks as if he would be able to set the fighting pace for the remainder of this year's campaign. The Germans, indeed, are in an exceedingly uncomfortable situation. Their present positions were never designed for defensive warfare. As points of departure for a continued offensive their Picardy and Flanders salients had great advantages. As parts of a defensive line, in the face of superior numbers, they are a source of weakness rather than strength. That is why the prospect of retreat has been staring the German Higher Command in the face ever since Haig's attack of August 8th proved that the British Army was coming back, and coming back strong. But since that time both Foch and Haig have been able to force the fighting continually at a number of separate and important sectors of front, and the Germans have not been able to forestall these attacks by their series of local retirements.

No sooner had the Franco-British offensive before Amiens shown signs of slowing down when the French struck out vigorously to the northwest of Soissons, and while this advance was still in progress and threatening to sweep over Noyon, Haig suddenly attacked on a ten-mile front between Albert and Arras, menacing the German hold on Bapaume. In the meantime the enemy was voluntarily withdrawing from the head of his Flanders salient, yielding ground on both sides of the River Lys that had been gained at heavy cost during the hard-fought battles of the spring.

## Germans Outgeneraled and Outnumbered

Taking it all and all, it looks as if the Germans have been not only outnumbered, but outgeneraled as well. The German General Staff is not composed of supermen, as some people were almost willing to believe last spring. Faced by superior forces, fed by an ever-growing reserve of American troops, confronted for the first time with a unified, competent strategic command, the German offensive speedily collapsed and with it the myth of German invincibility. And now the danger is that we shall go to the other extreme, and think that the war is all over but the shouting. It is not. Germany is still an exceedingly dangerous enemy. The German military leaders have



The west front. The shaded portions show the territory taken by the Germans in the offensives since March 21. Black portions show territory won by the Allies since June.

shown themselves cool-headed and resourceful in defeat. The German soldiers have fought a stubborn and courageous losing fight. There has been nothing even remotely approaching a collapse of German morale—despite sensational newspaper stories to that effect. The enemy is, indeed, in a difficult position, owing to his depleted reserves and the unfavorable nature of his front for defensive warfare. But the remedy for both of these difficulties is perfectly obvious—a shortening and straightening of his lines from Rheims to the North Sea. The chief objection to the application of this remedy is its political effect at home and abroad. And there you have the key to future German strategy—it must increasingly take into account political as well as military factors.

## Our Three Four-Star Generals

## German Strategy Political as Well as Military

The German leaders must now realize that they have lost the war—in the sense that they can no longer hope to impose a victor's terms upon the Allies. Yet they have held out to the German people the most definite hopes of a decisive victory this year. Now their problem is to reconcile the German people to the long weary grind of defensive warfare which must inevitably be faced next year. There is just one possible escape from this prospect—peace by negotiation during the coming winter. Counting upon the war-weariness of their opponents, the German leaders will undoubtedly undertake a carefully planned peace-offensive after the close of the present campaign. But a campaign ending with a great German retreat in France and Flanders would be a very poor preparation for a peace offensive. Therefore, from a political standpoint the German leaders would naturally prefer to delay any extensive withdrawals to the late winter, however desirable it might be to shorten and straighten their lines before that time. It is a serious question, however, whether they will be able to delay so long under the relentless pressure that Marshal Foch is exerting all along the battle-front. Then, too, German generalship is exceedingly averse to purely defensive strategy. Its aim is likely to be even now the wresting of the initiative from the Allies and a return to the offensive as the best means of defense. Such action seems practically impossible until the Germans build up their reserve again, and at present the only means of quickly building up their reserve appears to be a shortening of their lines. Suppose, for instance, that by shortening their lines and accumulating a strong reserve, they were able to turn on the Allies and close the campaign with some show of victory. Would not this, the German leaders might argue, more than make up for the loss of prestige resulting from an extensive retirement and provide the basis for an effective peace offensive during the winter. These are the considerations which the German Higher Command must now be anxiously weighing. What the decision will be we have no present means of knowing—and Marshal Foch, if he is able to continue his present series of sledge-hammer blows, may relieve the German leaders of the necessity of arriving at a decision by doing the deciding for them.

## Possible German Lines of Retreat

In the event of a German retreat, either forced or voluntary, there are any number of good defensive lines behind their present positions in France and Flanders. For example, a line flattening out the present Flanders salient, then along the present positions between

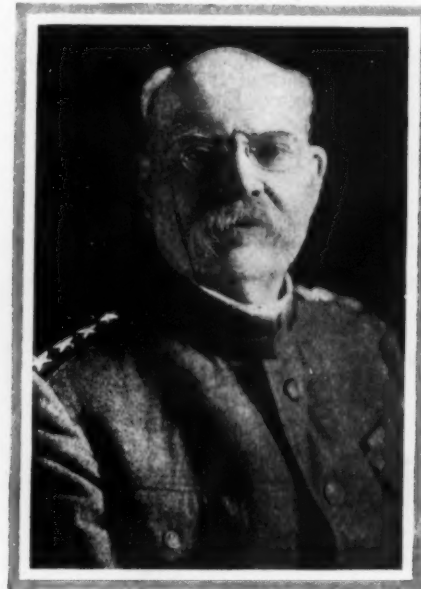
Continued on page 322



GENERAL PEYTON C. MARCH  
Chief of Staff of the United States Army.



GENERAL JOHN J. PERSHING  
Commander-in-Chief of the United States Expeditionary Force, France.



GENERAL TASKER H. BLISS  
American member of Inter-Allied Supreme Military Council.



# To Them Retreat Was "Unendurable"

Photograph by LUCIAN S. KIRTLAND, Staff War Correspondent



An American general commanding troops south of the Marne, either Bullard or Bundy, said to the French: "The American flag has been forced to retire. This is unendurable, and none of our soldiers would understand their not being asked to do whatever is necessary to repair a situation which is humiliating to

us and unacceptable to our country's honor. We are going to counter-attack." These were the boys who advanced across the broad wheat-fields in the face of a line of German machine-guns and heavy field-pieces and cleaned up nests and batteries under circumstances which the German prisoners declared "impossible."

# War: America's Giant Industry

By ROBERT M. McBRIDE

"A FIVE-course breakfast, at least, will be necessary to save my life," I remarked to a young American lieutenant.

It was daylight when we arrived at a sizable French town after an all-night ride in a stuffy, overcrowded *opera bouffe* train.

"Fat chance," laughed the lieutenant. "The French disdain food until around noon. For breakfast they give you a bit of *pain* the size of an anemic gnat, and a cup of coffee in which to drown the insolence of such a small portion of bread."

We hurried to the hotel. First I must have a bath, for I had reclined across the seats of a car and served, in a large measure, as a sort of upholstered buffer against which the restless passengers bumped as they journeyed back and forth.

By means of repeating *eau chaude* and *eau froide* to a chambermaid until a gleam of intelligence seemed to sparkle in her eyes and she cried "*Oui-oui-oui*," about a dozen times in one breath, I secured enough hot and cold water combined to make a moderately generous foot-bath. I am sure the maid wondered how any mortal could possibly squander so much water for one bath.

Full of misgivings and nothing else I hurried into the dining-room, although it was then well ahead of the regulation French breakfast-time determined to get enough to eat if I had to order two dozen of the French *petits déjeuners*.

Madame was ready, even at that early hour.

"*J'ai grande faim*," I told her. It was atrocious French, but then, I had an atrocious appetite. Madame smiled and said in English with a Yankee accent that had been but recently acquired:

"What will you have for breakfast?"

Surprised, I hesitated.

"How about some coffee and rolls and fruit and ham and eggs," she suggested.

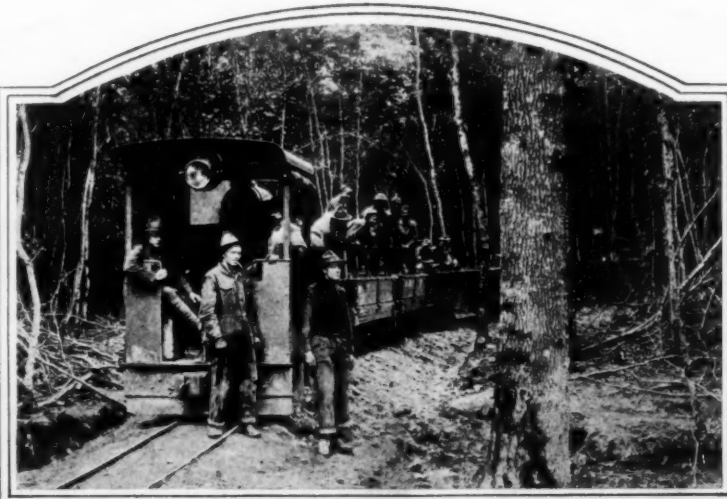
"You bet!" I shouted, ready to weep upon her generous shoulders for that glorious suggestion of a strictly all-American national breakfast.

They heard the call over in France, that the "Yanks are Coming," and prepared for them. And when the Yanks got there they were ready for them. This, mind you, not on the battle-front nor within sound of the guns, but a great many miles back, along what used to be called our "Lines of Communication"; but styles in warfare change almost as rapidly as styles in dress, and today it is known as the "Service of Supplies."

The old expression and the new 'one, together, best explain that great and all-important part of our war work that is unsung and not photographed for the press, as may be well understood.

I was making a rather thorough investigation of our Service of Supplies; city after city, town after town, village after village, I had visited and studied. Lumber camps, docks, railroad lines, telephone and telegraph lines, salvage plants, hospitals, barracks, machine shops—an endless variety of giant enterprises, all necessary—I visited straight through from the ports of arrival on the Atlantic to certain concentration points just back of the firing-line, where daily bread for our soldiers and daily ammunition for our enemy was delivered along the line of artillery, and up to the front-line trenches.

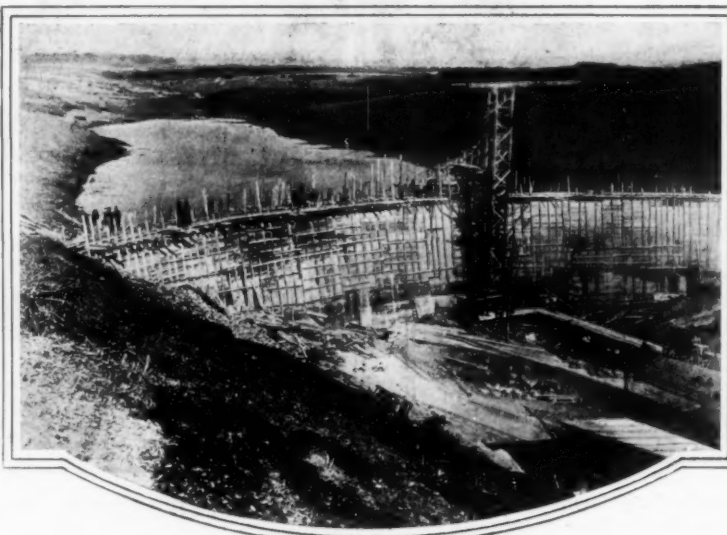
What if the French care only for a bit of a roll and a sip of coffee?—the Americans desire hearty food in the morning, the Americans are here, they have come to fight with us, they shall have what they desire! That has been the French viewpoint, and to one traveling slowly, station after station, with long stop-overs for study and inspection, along those many Service of Supplies lines, it is surprising



PHOTOGRAPHS BY COMMITTEE ON PUBLIC INFORMATION  
Unloading steel rails on a narrow-gauge railroad used to carry supplies to the front for the field artillery. American engineers have constructed hundreds of miles of railroads in France, and American pioneers have converted thousands of acres of timber into lumber.



The reclamation service of the U. S. Army is working with an efficiency that would make even a Hun envious, and he is supposed to have developed saving to a fine art. This pile of shoes will be made of use in many ways. Old clothing, equipment, etc., is utilized also.



One of the great concrete dams erected to form a storage reservoir behind an American base. The water systems installed in France have been a marvel to our Allies.

to find the vast country seemingly as much American as French.

For a while the Americans were a great novelty, despite the fact that there had been four years of war and millions of English and other foreign soldiers had arrived and were billeted about the country. The reason was that the English soldiers arrived from northern ports and went straight to the front. At a later date we entered the war and were obliged to establish lines of communication from the coast across France to the fighting lines. Thus, in a large section of the country, our soldiers were a novelty. But they were soon made to feel at home.

Today if you are in the army you may send a telegram along the line in English, handing it to an American operator. You may pick up the receiver and hear the cheerful:

"Hello. Number, please?"

Good (or bad, as your viewpoint may be) Anglo-Saxon cuss words may be heard all along the lines among workmen trying to command mule teams or do the thousand and one other jobs that we somehow feel cannot be properly expedited without profanity.

American axmen are felling French trees, American yardmasters are bossing French railroad yards, American engineers are building American docks and railroads and buildings on French soil. And everywhere the American is a hero. There's hardly a child from the Atlantic to the firing-line that will not greet with a sincere smile, and a handshake if there be opportunity, every American in service that he or she may see. And always, whether our men are coming or going, it is the same cheerful greeting:

"Goo'bye!"

That is the one word in English they know and is their universal greeting.

That is the way the French are meeting our invasion, making our boys feel at home, and helping us in every way in the biggest undertaking in history—the establishment of a war base and of open, always efficient, always well-supplied lines of communication from the Atlantic to Alsace.

It is difficult for the average person to understand that a hundred times more work must be done back of the lines than on the firing-line in order to maintain a great army. To many it seems that a troop of soldiers go over, have their guns, some ammunition and field-kitchens behind them and they are quite ready to get into the fighting and stay in it.

From the moment we entered the war we began to plan for an immense army, a Hun-beating army, for a "day" of our own when a drive would come that would head directly for Berlin—and keep heading there until it arrived.

"Give us one week to every year that Germany has been preparing for 'Der Tag' and we'll put up an equipment that will make the German preparations look like an amateur stunt," a grizzled old colonel told me at the very beginning.

He may have exaggerated a little, but we are closer to it than the world imagines or could believe. We are making a base in France suitable for a five-million army; yes, suitable for an army twice that size.

I wish I could give you geographical names, so that you could take down your map of France and better understand the meaning of the "Big Fan." But I can explain that our men and supplies are arriving at more than one port in France. These ports of arrival form the outer or wide edge of the fan. And from these the lines of communication run back, and back, always tapering toward a final convergence close to the front. Along these lines there must be many great things—docks and

Continued on page 326



# The War on the Piave

Photographs by JAMES H. HARE, Staff War Photographer



The interesting photographs by Mr. Hare on this page show the battle-field at Nervesa on the Piave just after the Austrians, who had dug themselves in on the hillside, had been driven back across the Piave. The hillside in the picture above

is swarming with Italian soldiers who are preparing for a counter-attack by the Austrians. Nervesa Abbey stands on the crest of the hill, a mass of ruins. The undergrowth along the ridge was filled with dead when the picture was taken.



In the network of trenches on the Montello or Hog's Back to the west of Nervesa. The valleys of the Piave and its small tributaries are well protected by trenches and machine-guns. Note basket-weaving to shore up walls.



Dugouts from which the Austrians "skedaddled" when the Italians fell upon them in hand-to-hand conflict. For miles along this line the Italians attacked with long knives and bayonets and their fury would not be denied the victory.

# Express Trains Without Rails

By ROY D. CHAPIN, Chairman Highways Transport Committee, Council of National Defense

THE first governmental recognition of the importance of developing better highway transportation conditions came with the appointment of the Highways Transport Committee by the Council of National Defense last November, to assist in making most efficient and effective use of our highways as one of the means of strengthening the nation's transportation resources.

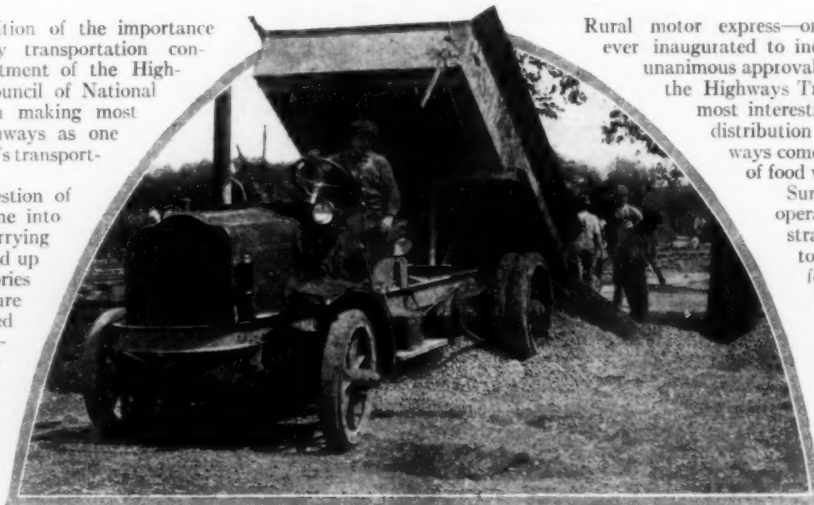
During the tremendous freight congestion of the past winter the highways first came into prominence as a practical freight-carrying medium. War supplies were being held up for lack of shipping facilities—factories lacked raw materials for the manufacture of these supplies—terminals were glutted with freight, and embargoes were increasing in the attempt to relieve the congestion. Relief through additional facilities was imperative and part of the overload was thrown upon the highways, and the part of the burden the highways have been able to carry has been increasing at an enormous rate.

This has brought about a new era in short-haul transportation—a step forward in the movement to make our highways of real utilitarian use and a vital part of the national life. Rapidly short-haul and inter-city truck lines, operating on a regular schedule for the delivery of freight, have been established. A vast tonnage of freight, much of it war supplies, is now moving over our highways to points of delivery. An idea as to how much this movement has grown in the past year might well be shown by the fact that the transportation of freight over a short route in Maryland has increased 480 per cent. during the past year.

Much of the increased transportation on the highways has been occasioned by Government work and hauling by Government trucks. The first systematic and direct use of the highways on a large scale by the Government took place last November. A route was laid out by the Highways Transport Committee from points of inland manufacture of army trucks in the middle West to the seaboard, and the delivery of these army trucks under their own power inaugurated by the Quartermaster's Department. Many thousands of these trucks have been moved by convoys in this manner; many more will travel over this route on their way to the fighting front. Each truck carried a load, thus not only relieving the railroad of carrying the truck itself, but freeing additional tonnage for other purposes, and greatly expediting the delivery of the material carried. Perhaps the most important point gained is the valuable training received by these military truck drivers, whose experience on this side will be of great service to them when it comes to driving the same trucks over the war zone roads of France. Our roads here are joined to those of France by the "bridge of ships," and this branch of highways transport is thus continued on the other side.

Many phases of highways transport activities are being developed—rural motor express lines are being put into operation to increase the food supply and conserve farm labor; return loads bureaus are being established to increase the carrying capacity of present facilities by making them more efficient; movements for increasing highways transport operating efficiency are being carried out, and transportation over the highways is assuming more and more the responsibilities of a successful adjunct to our other transportation mediums.

The field for highways transport is broad and is rapidly enlarging as its scope is better understood. Linking up with the steam and electric railroads and the inland waterways, service is already in operation which makes available to these mediums of transportation and the outside world, resources which would otherwise not be attainable and reaches regions un-



"The need of highways of sound construction, leading into consuming and shipping centers, and of their maintenance, is clearly shown to be necessary for efficient and effective operation of the rural motor express, and to secure maximum results. In many instances farmers have helped maintain the roads."



During the critical fuel situation last winter fire wood was hauled many miles by motor truck over roads kept open by county or State commissioners. The truck shown hauled a two-ton load of wood sixty miles from Ridgefield, Conn., to New York City.

tapped by other transportation service of any kind.

Because of the need for a comprehensive method of carrying out the plans and policies of the national committee at Washington for the development of effective transportation over the highways, State Highways Transport Committees have been formed under the State Councils of Defense. These State committees have in charge the work of securing the establishment of rural motor express lines, return loads bureaus, co-operation with other means of transportation, and the fostering and developing of more efficient highways transport. A wide field of work is thus assured, and the importance of our highways in the war program more definitely established.



"Highways transport must continue to operate in winter as well as in summer, for the worst folly, just at the period when assistance is needed most, is to render useless this great ally of transportation by allowing snow to block the highways." So good roads will be as good a winter as a summer slogan.

Rural motor express—one of the most important movements ever inaugurated to increase the food supply—is meeting with unanimous approval and support since it was first fostered by the Highways Transport Committee. Here is one of the most interesting and vital uses of our highways—the distribution of food. On the condition of these highways comes to rest, in the last analysis, the amount of food which is to be made available.

Surveys early in the year of lines already in operation in the State of Maryland demonstrated the enormous utility of this service to the farmer, and the great increase in the food supply resulting therefrom which was brought into the cities of Washington and Baltimore. Many tons of food are daily carried into these cities from the surrounding agricultural regions by this medium.

Consisting essentially of regular transportation facilities to and from the city markets, rural motor express is established by some enterprising farmer of the community, with the aim of getting his own produce to the market and at the same time rendering regular shipping service to his neighbors. The ultimate achievement of this movement will thus make every farmer's gate his shipping platform. Regular and dependable transportation—a thing he has never had before—is now being furnished to him in much the same way that the city man has his street cars, his railways, and his other transportation service which operates to his door.

A daily route is covered on regular schedule, picking up at each farmer's gate whatever he has available for market that day. This may be some regular shipment of produce on his part, such as cream, eggs, butter, etc., or irregular shipments of vegetables and small produce of all sorts, and quite frequently, live stock. It is this ability of the farmer to send his small shipments to market that makes the rural motor express so indispensable—allowing him to market produce which formerly went to waste because it was not worth his while to carry it to market and lose his time for necessary farm work. This also means an increase by this much in the food supply of the consuming centers. Not only does this prove of the greatest direct benefit to the farmer himself, but it also assists the nation by carrying out the Food Administration's wishes to have as much perishable food as possible consumed at home, thus releasing more concentrated foods for shipment overseas. The heartiest endorsement and backing of Mr. Hoover and the entire country-wide organization of the Food Administration, the Department of Labor, the Department of Agriculture, and others have been given the rural motor express, and its rapid establishment in other parts of the country is receiving the best of cooperation and assistance.

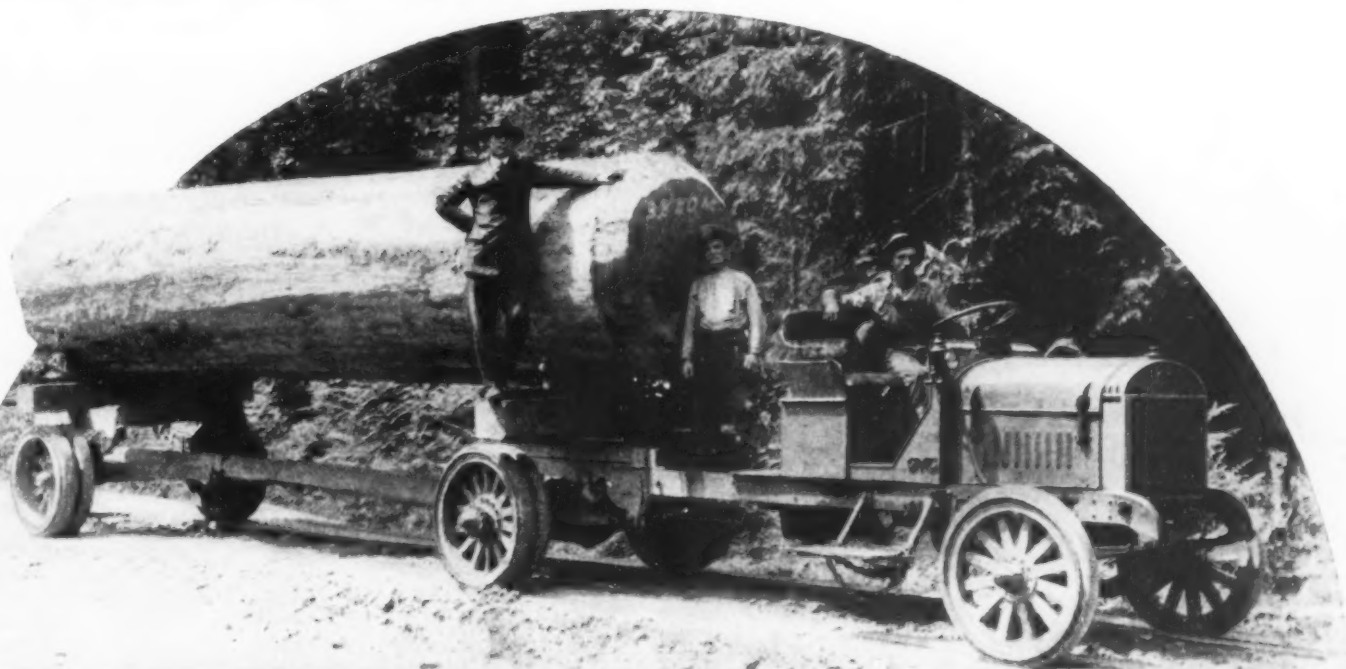
Again this phase of highways transport plays a highly important part in the war program by the conservation of considerable farm labor. With the rural motor express service, the time of the men and horses, which must otherwise be spent on the road to and from the markets doing the hauling work, can be utilized on the farm—in many instances allowing a reduction in the number of horses necessary and permitting additional acreage to be sown to wheat, corn, or other produce for human consumption.

The need of highways of sound construction leading into consuming and shipping centers, and for their maintenance, is clearly shown to be necessary for the efficient and effective operation of the rural motor express and to secure the maximum results. In many instances the farmers themselves have helped maintain the roads, in order not to be without this service. Those living on side roads haul their produce to meet the express at the main road, over which it operates with greatest efficiency and least delay.

Embodying the idea of return loads  
Continued on page 329



# The Omnipresent Motor Truck



The price of lumber may be high, but it is not due to the cost of transportation when it is hauled by so efficient a method as this. The load carried on the two rear wheels

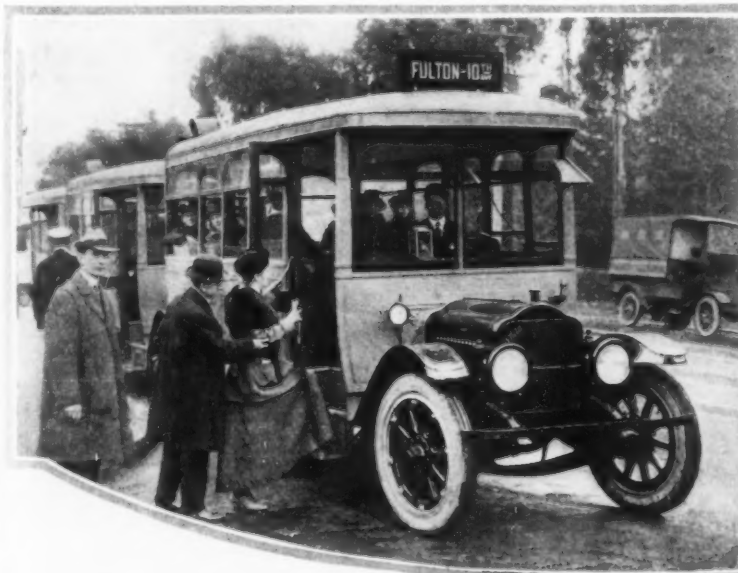
of the truck and those of the "semi-trailer" is 3,880 feet, representing a retail value of from two hundred to five hundred dollars, depending upon the kind of wood.



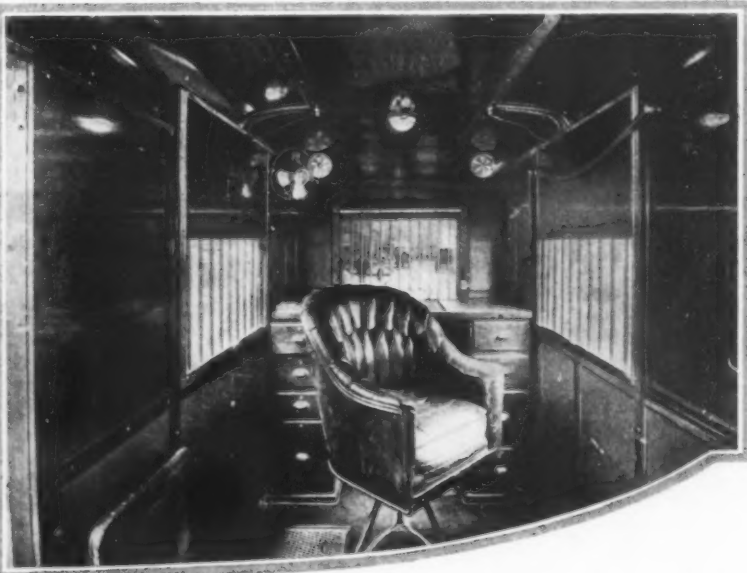
Flies are always associated with the stable, and disease is always associated with flies; therefore cleanliness is not the least advantage derived from hauling milk and farm produce by motor truck, or by truck and trailer.



A five-ton truck should carry a five-ton load to prove profitable—but even one ton of barrels occupies a big space. The body built on this truck accommodates 350 flour-barrels, an entire carload, and enables the truck to operate near capacity.



Motor buses are relieving trolley-car congestion in many of our cities, and operate on a regular schedule not subject to power-house breakdowns or track obstruction. The pay-as-you-enter type enables each bus to be operated by a "crew" of one.



Banks and financial departments of large institutions use the motor truck as a means of collecting deposits and meeting payrolls. The bank employing this method serves clients over an area that might otherwise require two or three branch offices.

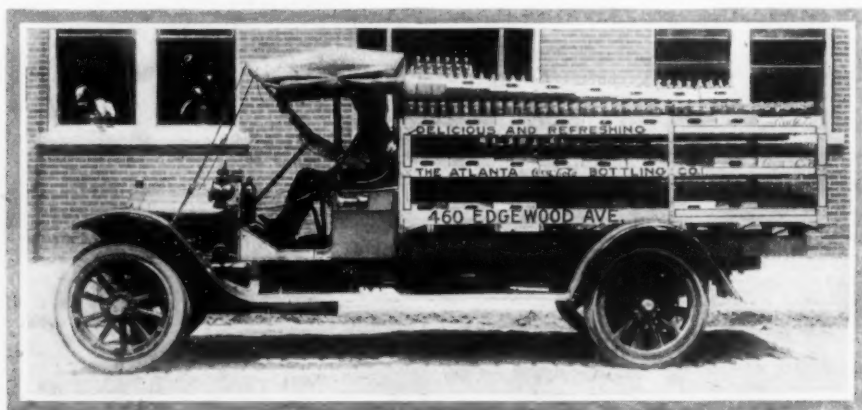
# Bottles, Beams and

*Nothing Is Too Breakable or*

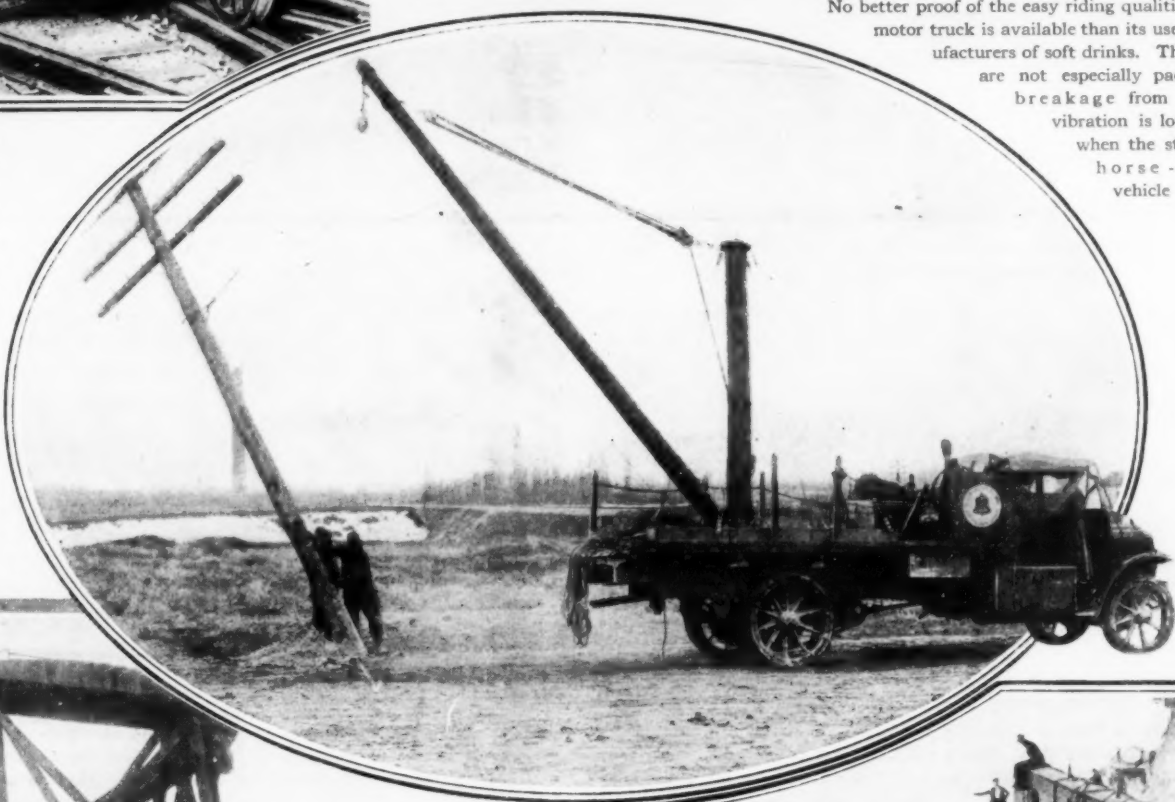


Before the power was turned into the third rail of New York's new subways this motor truck, provided with flanged wheels, was employed to move men and materials.

In many forms of construction work the truck is its own movable power plant and furnishes the energy for operating a crane or other hoisting device. Telephone pole erection is one of the most useful services.



No better proof of the easy riding qualities of the motor truck is available than its use by manufacturers of soft drinks. The bottles are not especially packed and breakage from jar and vibration is lower than when the steel-tired, horse-drawn vehicle is used.



With motor-driven coal trucks used in the majority of our cities our fuel can be delivered even more quickly than it is mined. Congestion may occur at the mines, or on the railways, but not at the well-equipped ultimate distribution points.

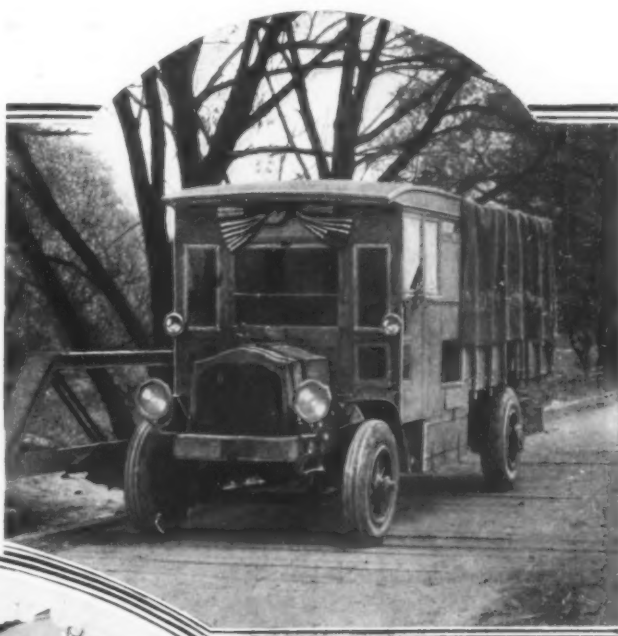


The famous observatory at the top of Mount Wilson in California could not have been completed without the aid of the motor truck. This beam, or girder, weighing twelve tons, was carried by a truck up the steep mountainside without an accident of any kind. At times the grade was so steep that the front wheels were lifted off the ground owing to the overhang of the load.



# Building Blocks

*Bulky for the Motor Truck*



A truck can adapt itself to bodies intended for any special work. In sections in which good roads are the rule the clearance may be reduced to a minimum, and the additional loading space thus gained may be used to good advantage.



For certain kinds of service, notably those in which high speed is a factor, the large pneumatic tire has been used with success, even on three and five-ton trucks. This truck is part of the fleet which has made weekly trips from Akron to Boston throughout the year.

The modern contractor who employs steam shovels and other quick-loading devices can perform his work within the specified time only by the aid of the motor truck with its power-operated dump body. Much of our modern Aladdin-like construction work is due solely to the activities of the motor truck with its great capacity.

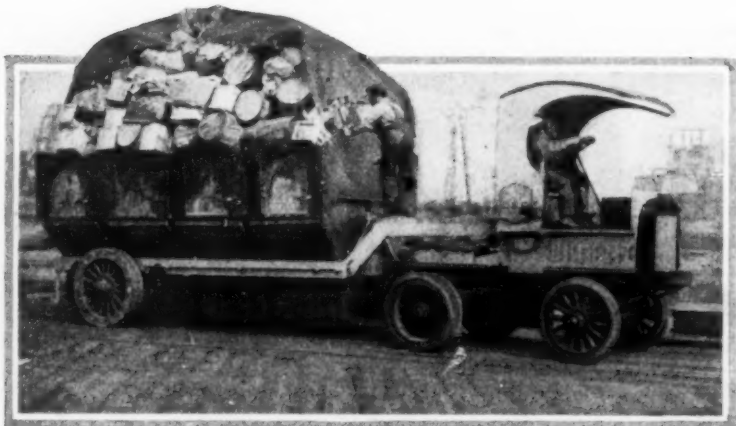


The overhead traveling pulley built on this truck facilitates the loading and unloading of the heavy stone blocks which constitute its load. The less the time spent at loading and unloading points, the greater will be the return on the investment in the truck.

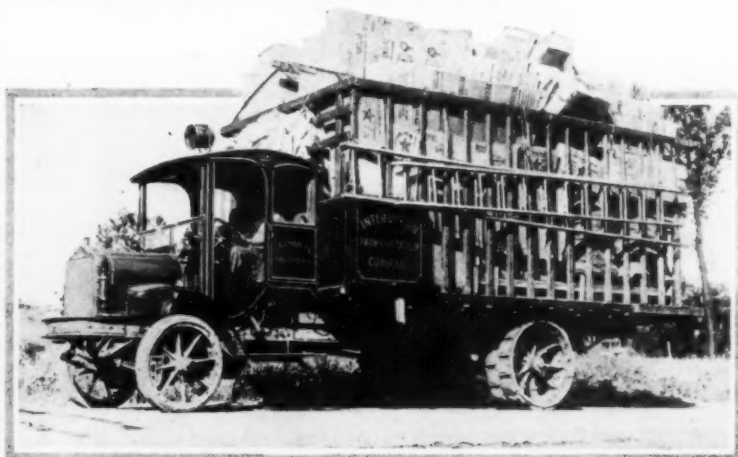


Unwieldy loads, such as lumber, can best be handled by attachments, known as semi-trailers, which can be disconnected from the truck or tractor while the load is disposed of. Meantime the tractor can hook up to another trailer and continue on its way.

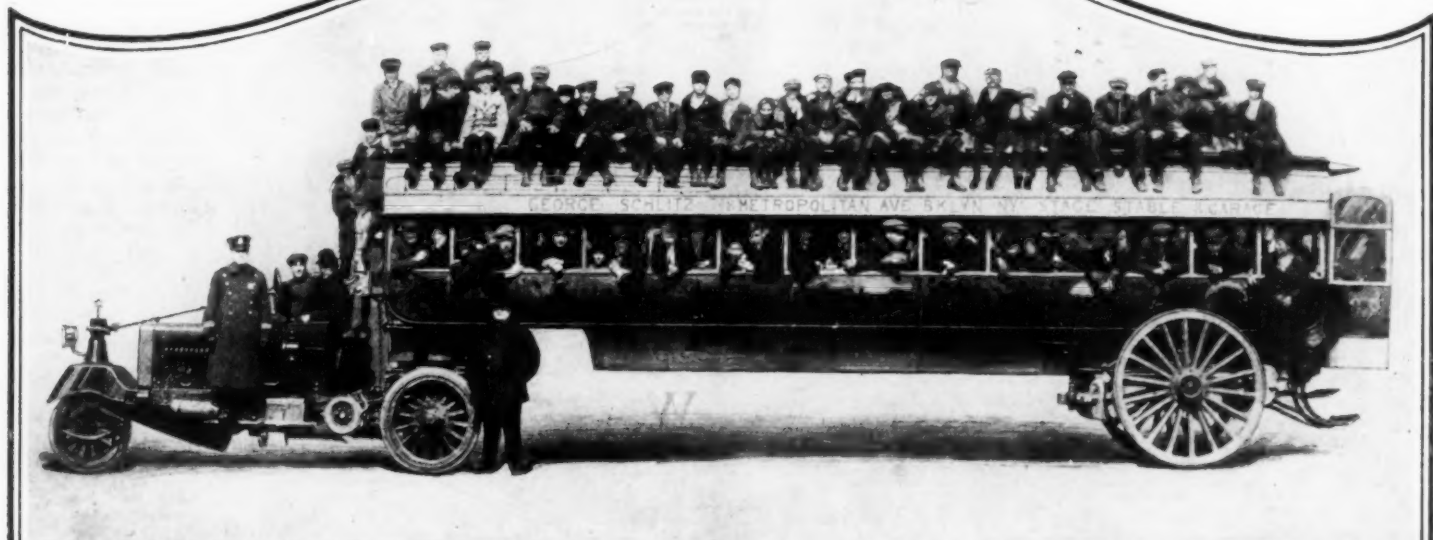
# Replacing Two Score Horses



New York's garbage disposal problem had been serious until the advent of the motor truck enabled one vehicle to do the work of twenty horse-drawn dump-carts. The individual sections of this truck are removable to facilitate rapid dumping at the terminals.



Inter-urban express companies have done more to relieve railroad congestion than any other one means. Rates are about the same as those charged by express companies, but the service, as a rule, is quicker and not subject to the many delays caused by congestion.



Forty-two years ago this stage, "the Pride of the Nation," did duty at the Centennial Exposition in Philadelphia. Today it carries more passengers than ever at a speed which would surprise the ten horses which formerly drew it.



The motor truck is not the competitor of the railroad, but supplements its efforts in a way which increases the efficiency of the latter. Ultimately the motor truck will be used for all short-haul freight work, thus eliminating the present necessity of frequent halts of expensive freight trains in order to drop a single car at a small wayside station.



The use of the truck motor for the operation of loading and unloading devices may be made to eliminate costly delays. In certain instances another truck may be used to supplement this power, and the work of a score of men accomplished by the two vehicles and a driver. The modern truck's power is marvelous.

The second-hand passenger car may be turned into a most serviceable truck by the use of a rear axle and strengthened frame attachment. This former twenty-two-horsepower touring car now does the work of a one- or two-ton moving van without change in power plant. Almost any motor-car investment can be protected this way.



# The Good Days That Are to Come

Leaders in American Industry Believe That Peace Will Bring a Prosperity to the United States Unrivalled in the Past



**EARL L. BABST,**  
President American Sugar Refining Company.



**CHARLES M. SCHWAB,** Director General United States Shipping Board Emergency Fleet Corporation, in the center. At Mr. Schwab's right is Mayor Charles M. Rolph of San Francisco. At his left stands J. J. Tynan, head of the Union Plant of the Bethlehem Shipbuilding Corporation.



**EDWARD N. HURLEY,**  
Chairman United States Shipping Board.

## THE FUTURE SUGAR MARKET

By Earl L. Babst, President American Sugar Refining Co.

**B**ROADLY speaking the United States controls about one-half of the available sugar of the world, outside of the battle-lines of Europe. This came to us largely through the Spanish War and our subsequent preferential treaty with Cuba.

Great Britain has had no imperial sugar policy. To her regret she has been largely responsible for building up the great sugar industry of Germany.

Cuba has machinery already installed to increase her normal crop by a million tons. The United States now has excess refining capacity, over and above full domestic requirements, to refine this million tons for export to Europe. The United States and Cuban industry, after the war, acting together, should meet the competition of Germany and the world for this great unoccupied European market. Hardly another brick need be laid.

United States consumers and manufacturers are gladly conserving sugar so as to divide it with Great Britain, France and Italy at the "common table." Meanwhile England, under the guidance of Mr. Balfour, is earnestly discussing an imperial sugar policy.

At least until Great Britain has found itself, it would seem that the United States sugar industry—raw and refined, continental and insular—should have the support and encouragement of Washington in securing a reward for much pioneer courage, world vision and billions of invested American capital. Ships are building. The way is open. Will Washington do it?

There is bound to be a race for the European markets. Will the ultimate prize go to the United States or elsewhere? There is much to be done. Washington will give the answer.

## PEACE SHOULD FIND US WITH A REAL MERCHANT MARINE

By Edward N. Hurley, Chairman United States Shipping Board

**I**N one respect the United States Shipping Board is different from other government agencies created for war. For peace will find it with assets and a big going plant, where other war equipment must largely be scrapped. Of course, the country will realize tremendous assets from the Army and Navy training of our young men,



**WILLIAM M. WOOD,**  
President American Woolen Company.

**COL. SAMUEL P. COLT,**  
President United States Rubber Company.

**JOHN N. WILLYS,**  
President Willys-Overland Company.

and the habits of thrift, conservation and teamwork cultivated by other war agencies. But the Shipping Board hopes to have, depending somewhat upon the length of the war, a merchant fleet of about 25,000,000 tons, and that will be the chief tangible evidence of our investment in democracy. The American people should not wait for peace to prepare for the utilization of this great fleet.

They can begin now. They are already beginning. Hundreds of business organizations over the country are setting at work live committees on mercantile marine, each headed by a man of international vision. Now is the time for national industries to investigate our merchant marine as a means of reaching foreign markets, and for every chamber of commerce and local business organ-

ization in the country to learn how the community can be linked to world trade through the extension of our railroads all over the globe by these ships.

As far as my present ship-building job is concerned I have never been so sure of any business venture I have ever gone into as I am of the successful completion of our ship-building program. I have never been so optimistic in my life as I am today. In operating the steel industries, when people thought I was crazy with optimism, I have yet to say that I have

Continued on page 331

—as merchant officers and seamen, as commercial travelers, as technical men developing the resources of other countries, and as world tourists in the broadest sense, visiting not a few countries in Europe, but also the wonderful nations of Latin America, the British Empire and the Orient. These ships mean much in trade, but more in international service.

The American dollar will go abroad on our ships in various ways—as exchange, as an investment, in the purchase of raw materials to feed our industries. Americans will go out over the world in these ships too

Our part in the war has been unselfish. Our attitude after the war should be even more so. England's merchant marine has been weakened in the cause of democracy. President Wilson's broad humane policies contemplate no aggression for trade advantage, and we wish England God-speed in regaining her position. Our ships will serve France and protect Latin-American trade and individuality. The splendid national spirit which is building these ships will, under the leadership of our great war President, see that they are employed in that same spirit for the welfare of mankind.

## AMERICAN WOOL MUST HAVE THE CALL

By William M. Wood, President American Woolen Company

**W**AR demands of our Army and Navy are now absorbing more than fifty per cent. of the machinery of American woolen mills. This proportion is steadily increasing. Our industry is certain to be active and prosperous throughout the war, and when peace comes I confidently look for three or four good years without serious reaction. The welfare of American wool manufacturing, as of all other great national industries, after that time will depend absolutely on whether our national economic policy prefers Americans or favors foreigners.

## OPTIMISM WILL FIND A WAY

By Charles M. Schwab, Director-General U. S. Shipping Board Emergency Fleet Corporation

**I** AM one of those men who believe that real work is done under the spirit of optimism and enthusiasm. I am a great believer in the human psychology



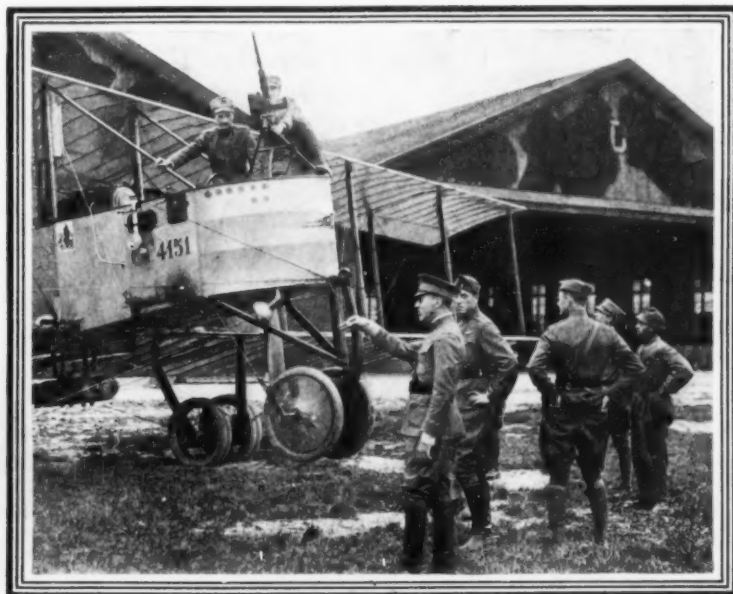
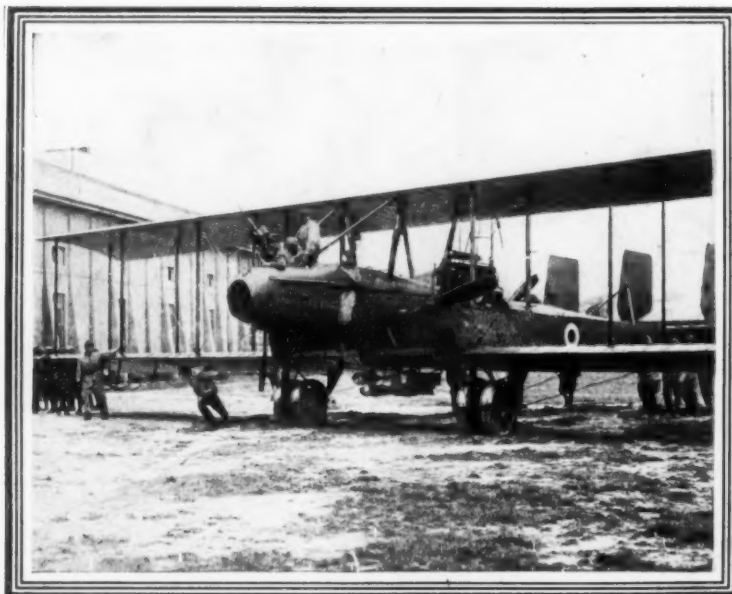
**W. H. WOODIN,**  
President American Car and Foundry Company



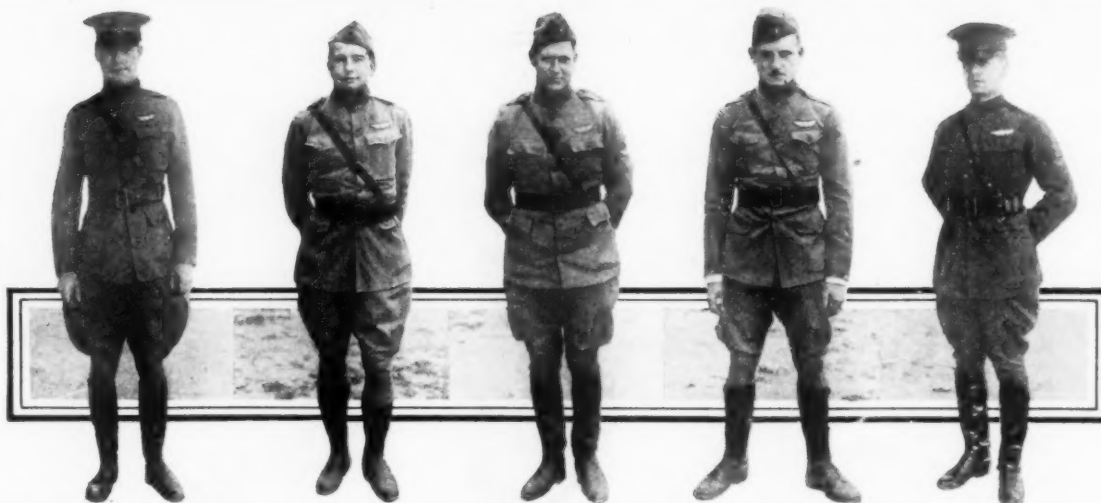
**EDWARD WISE,**  
President United Cigar Stores of America.

# Our Men Who Fly *for* Italy

Photographs by JAMES H. HARE, Staff War Photographer



The latest type of bombing Caproni airplane, which United States aviators in Italy are flying, about to start on a raid. It carries a great number of bombs; several are suspended beneath the plane, others are inside.



Lieut. Norman Downs, Jr.

Lieut. W. S. Wilson.

Lieut. A. M. Beach.

Lieut. W. A. Patthoff.

Lieut. W. S. Fitch.

American aviators in Italy inspecting a machine before starting on a trip over the Austrian lines. The officer facing the machine is Lieutenant Paton MacGilvary. Lieutenant G. P. Bogert has his hand on his hip.



Lieut. A. M. Craig.



Five American aviators and several British airmen who were awarded the Italian Cross di Guerra for most meritorious service. From right to left the Americans are: Lieutenants R. G. Collins, D. G. Frost, J. W. Galehouse, Raymond Baldwin and John Park. Others were decorated later.



Lieut. H. F. Holtz.



# Destinies of Labor Revised by War

*Intelligently Planned Housing Relieves Herding of Workers in Munition Center—Nine Hundred and Sixty-eight Homes Erected—Government Has Appropriated \$4,000,000 to Erect Eight Hundred and Fifty More.*

*Second Article—Bridgeport, Conn.*

By LAWTON MACKALL.

Photographs by EDWIN RALPH ESTEP

**G**OOD jobs and high wages will attract workmen, but it takes homes to make them stick. You can not get skilled mechanics to stay in a place where they have to live huddled together like animals.

Bridgeport, Conn., has felt the truth of this very sharply. When the war boom struck that industrial city, and factory after factory had to be enlarged to meet urgent national needs, the housing facilities were unequal to the emergency. Indispensable workmen literally had no place to live. Rents went skyward. Every available dwelling was packed, and people who had never taken in roomers now reckoned their space in terms of extra beds.

To make matters worse, building had stopped. The high cost of materials, the scarcity of labor and money for private enterprises, made the small real-estate operators afraid to undertake the construction of new dwellings during the war. So they sat back and waited, occasionally raising the rents another notch.

As the situation became more and more intolerable, the labor turnover grew larger and larger, till the arrival of fresh job-seekers and the departure of disgruntled job-chuckers was a steady procession.

At last, facing the prospect of idle machines, the Remington Arms Company, which operates the Union Metallic Cartridge Co. plant as well, and is the largest manufacturing concern in the city, felt compelled to enter the real estate field and build homes for its workmen. Accordingly it bought large tracts of land near the plants and constructed, first, temporary houses of wood and then permanent brick dwellings, arranged in tidy streets. For the unmarried girls it erected a handsome dormitory worthy of a college campus.

To date six hundred and eighteen "tenements" (as they call them) have been put up; but these little homes are far more attractive than the term "tenement" would suggest. They consist in most cases of two-story houses, each divided vertically into two, with shaded front porches and ample back yards. The majority of these houses are situated on a hillside overlooking the plant, and hence are well located for the health and convenience of the persons living in them. But one could wish that the little houses were not set so close together. Just beyond the crest of the hill (where a rather choice residential district intervenes) are new developments more attractive in character. Here, in place of rows of houses all alike, varied types are used, distributed in a manner which gives both contrast and harmony. It is a cosy community. And these snug little homes, some with tall colonial columns, some with prim New England simplicity, and all designed by good architects, rent for only twenty-five to thirty dollars a month. It is pleasant to think



Quadrangle of modern homes erected by Bridgeport Housing Company for skilled mechanics. The interior conveniences match the trim lawns and playgrounds, yet rentals are very moderate. A Boston landscape architect laid out these grounds.



The old New England touch; attractive fireplace in the home of a Bridgeport skilled workman.

that the healthy-looking tenants who live in them, many of whom are foreign born, are under the influence of genuinely American good taste, instead of being huddled in nightmare neighborhoods as

is the fate of many of our naturalized citizens.

In a big project of this kind, embarked upon with haste in time of emergency by a company which had no experience in the housing line, mistakes were inevitable. Having to pay what was demanded for land and materials and being committed to charging low rentals, the Remington Arms Company sank far more money than it had contemplated. But it did provide homes for six hundred and eighteen families, stabilizing the labor situation just that much.

While this development was under way the other leading manufacturers of the city—Bridgeport is the home of such big concerns as The Crane Company (valves and pipes), Harvey Hubbell (electrical goods), Lake Torpedo Boat Company, the Locomobile Company (now specializing in trucks), the Singer Manufacturing Company, all of whom are engaged in war work—

formed a corporation called the Bridgeport Housing Company to solve the problem for the city as a whole. William H. Ham, a particularly able engineer from Boston, was put in charge. Under his management four developments, one in the city itself and three in the suburbs, have been undertaken and completed, comprising about three hundred and fifty dwellings of a high type; houses which though small are better built and more attractive than those to be found in fairly expensive suburbs of New York City.

The idea underlying this achievement was that the houses to be erected should be more than just good makeshifts in an emergency. The Bridgeport Housing Company wanted dwellings that would bring the best kind of mechanics to the city and keep them there.

Seeing Mr. Ham in his office one could readily understand the success of the undertaking. "Our aim is to provide a home for the desirable young mechanic," he said, "and to carry him through as his requirements increase. Accordingly, we offer the newly married couple a small apartment consisting of three rooms and bath. As their needs advance they can move on from larger to larger quarters. Some of our houses offer as many as seven rooms. Being limited in what we could undertake we have attempted only the more important housing—for the skilled. The unskilled, not being able to pay for good houses anyway, have to be content for the present with the older and shabbier buildings that the city already offers.

"The man we look out for is the mechanic who earns from twenty to thirty dollars a week and up. For this type of man we have built homes that are pleasing, healthful to live in, durable, and involving small upkeep.

"Until now the speculative builder of workmen's houses has

*Continued on page 328*



A street in one of the Housing Company's suburban developments. Back of these houses are thriving war gardens and private garages, for most of these tenants motor to their work.

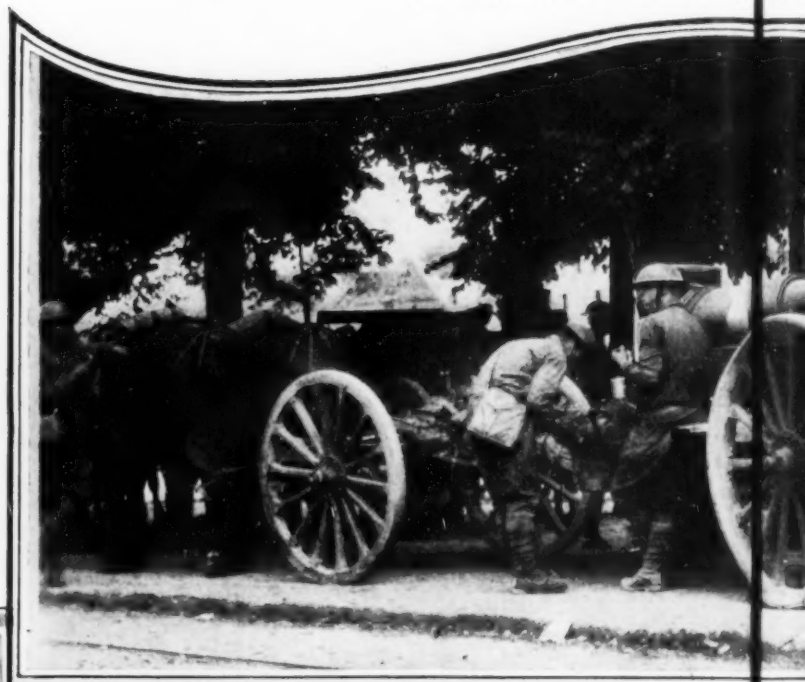


And here are Remington back yards belonging to tenements on the hillside just above the works. Competitive neatness rules, in place of the fenced-off disorder that breeds disease.

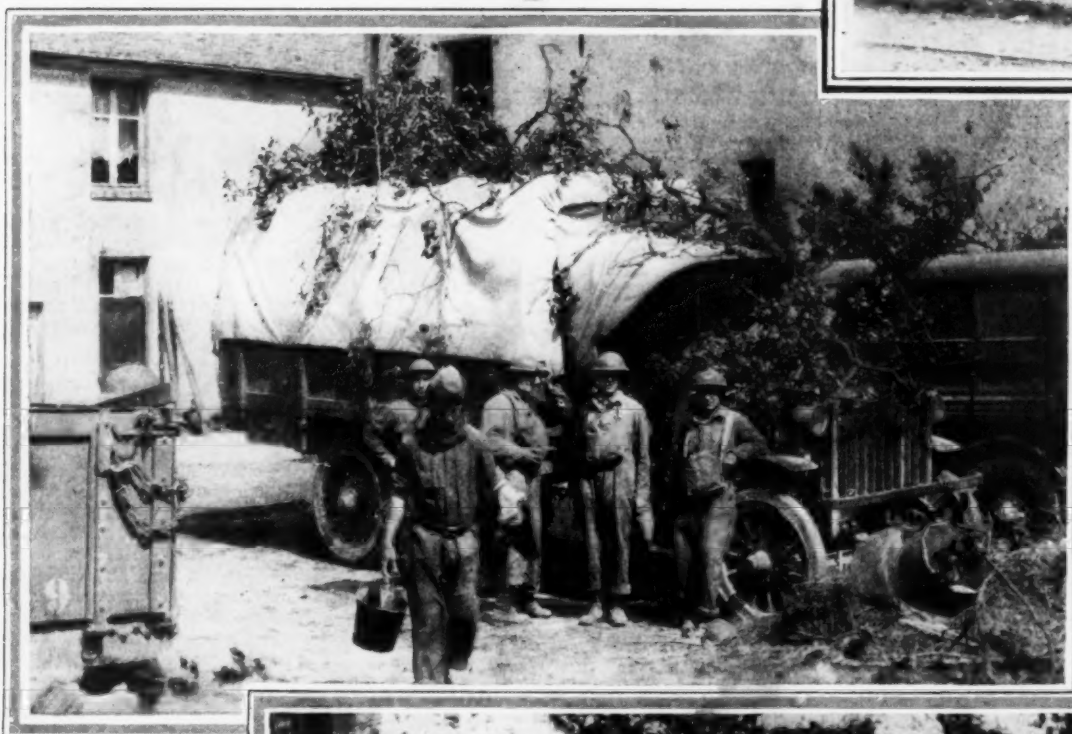
# The Second Battle of the Marne W

Photographs by LUCIAN SWIF K

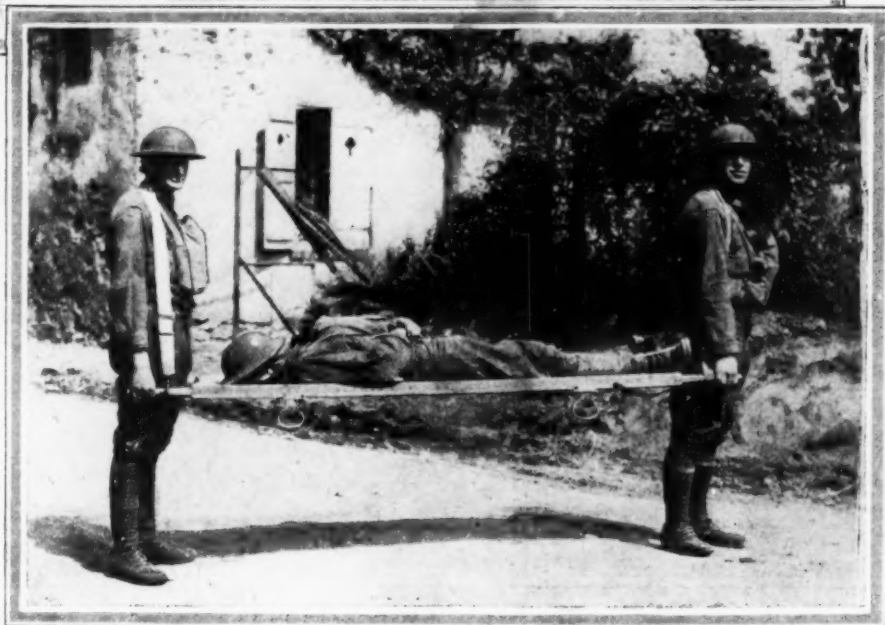
Boche prisoner brought into advance headquarters for questioning. Hundreds of these men were taken by our soldiers in the advance between Rheims and Soissons.



A gun crew halts at Chateau-Thierry for a plate of beans and a few minutes' rest and then they are off again pursuing the receding Boche with their heavy field-piece. These men were jubilant with the enthusiasm of the victors.



This truck admirably camouflaged has just been up to the extreme advance about a mile away with a load of rifle and machine-gun ammunition and has returned without a scratch except that the driver, at the wheel, had his helmet knocked off by a piece of shell.



Stretcher men working on the road to Fere-en-Tardenois. Note bullet-holes in the house in background.



Here the fighting was deadly for the French. The Chateau-Thierry where the river was choked with the wreckage of the battle and Americans hurled themselves against the Boche.



# Which Made Veterans of Our Men

SWIFT KIRTLAND, Staff Correspondent



ate of beans and coffee, their first hot meal in four days. Ten  
pursuing the receding Hun front. Note the camouflaging on the  
with the enthusiasm of victory and their confidence was supreme.



Though many caval-  
ry regiments have  
been turned into ma-  
chine-gun battalions,  
our army is not with-  
out this branch of  
the service as the  
discomfited Huns  
learned on the Marne.

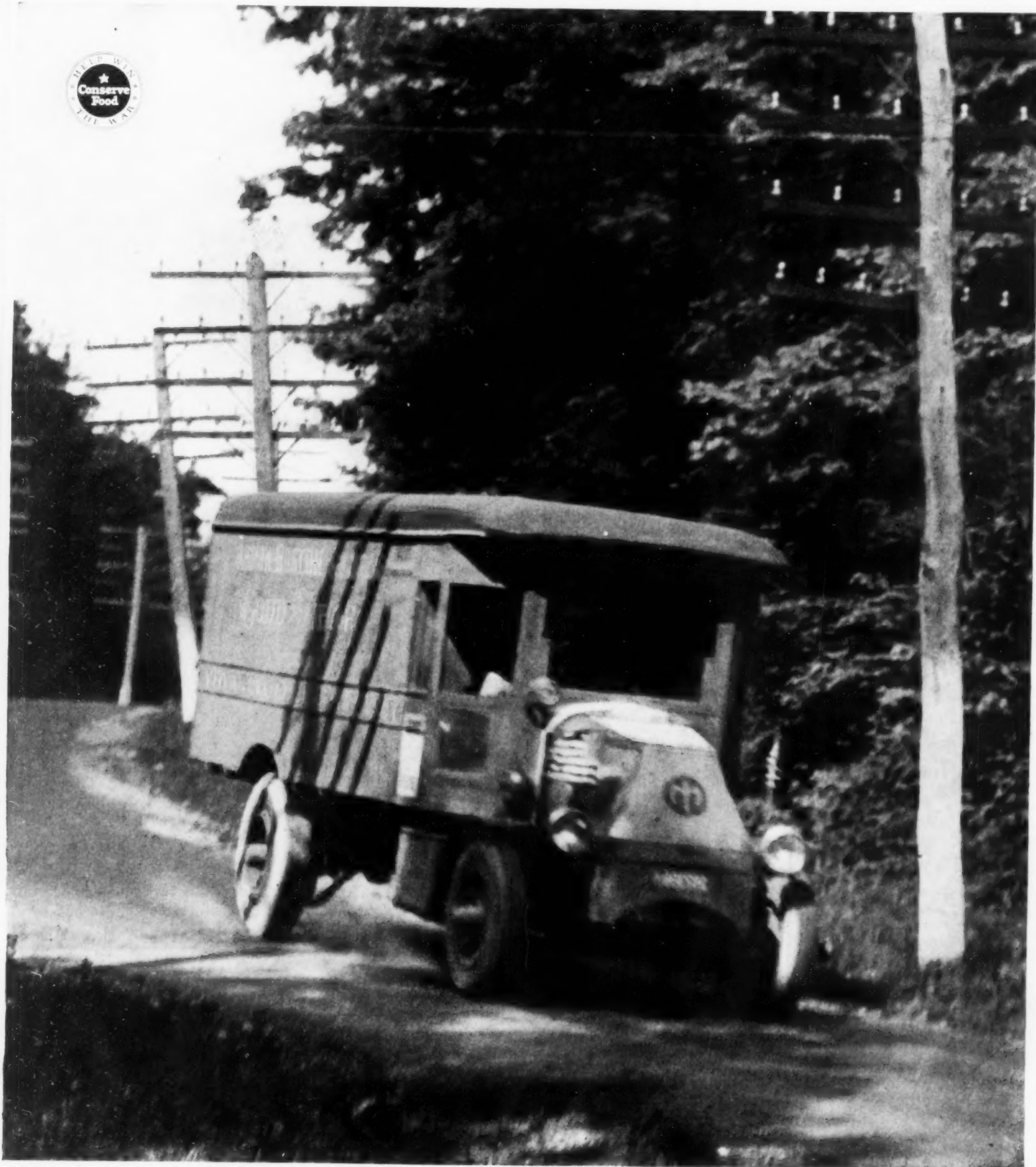


for the famous bridge across the Marne at  
er was packed with German dead when the French  
lives at the Hun in the mad counter offensive.



The "impossible" field  
which the Americans  
crossed in the fury of  
their first attack at  
Chateau-Thierry. The  
dirt in the foreground  
is from the cleverly  
hidden "fox holes"  
where the Huns had  
their machine-guns.  
Even the gunners' hel-  
mets were camouflaged.

Type of the new Ger-  
man automatic rifle  
and machine-gun belt  
as exhibited by their  
proud Yankee captors.



Actual photograph of the three-ton Mack unit of the Goodyear Akron-to-Boston fleet making forty miles an hour on Goodyear Cord Tires

Copyright 1918, by The Goodyear Tire & Rubber Co.

GOODYEAR  
AKRON



# *Motor Hauling At Forty Miles An Hour!*

A MOTOR truck of appreciable tonnage, traveling at eighteen miles an hour or thereabouts, is a sight both formidable and inspiring.

Picture, then, what a spectacle a fully loaded three-ton carrier must be, careering through the country at forty miles an hour!

This feat actually has been accomplished, without discoverable damage to the truck or its contents, on a 20-mile stretch between Tuscarora Mountain and Chambersburg, Pa.

It was wholly made possible by the speed, cushioning power and traction of the Goodyear Pneumatic Cord Tires with which the truck was equipped.

In everyday hauling it is of course neither safe nor practical to operate trucks at the speed we have mentioned.

The important thing for the truck user in this performance cited is the advantages it demonstrates in pneumatic truck tires.

They do allow swifter speeds, over enormously increased areas, with greater safety and less truck depreciation than otherwise is possible.

They do magnify gasoline and oil mileages, permit heavier loads on lighter chassis, and afford the utmost protection to the truck and its cargo.

These qualities in Goodyear Cord Tires for Motor Trucks have been proved beyond question in heavy truck duty in more than 250 American cities.

They are one of the reasons why our government has chosen these tires as equipment on so many of its active service trucks.

They have enabled our own transports in Akron-to-Boston service to maintain an average round-trip schedule for the 1500 miles of less than 8 days.

Their relation to the motor truck's future is of an importance and consequence that no truck maker or user can afford to ignore.

THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

# CORD TIRES



## FOR WAR AND WORK

The wheels of war look keenly to lubrication. Incorrect lubrication makes for destruction from within as unerringly as shell-fire makes for destruction from without. Turn to any fighting front for the vivid lesson of lubrication.

The motor assets of the nation, whether under fire at the front, or in city streets at home, must survive as long as proper care can make them survive. Your motor cars and trucks will stand up longer if you lubricate with Havoline Oil. A vast majority of America's better-class motorists prefer Havoline Oil.

This correctly graded lubricant, represented by Havoline Light, Havoline Medium, and Havoline Heavy, lubricates any car to the limit of scientific possibility.

The lubrication of your truck is as important as the make of your truck.

The finest make of truck is a failure unless its multitude of engaging parts is protected by correct lubrication against destructive friction.

Havoline Oil cuts down upkeep, fuel-cost, replacements, and delayed deliveries by oiling every bearing with a film of oil that keeps metal from rubbing against metal.

Havoline Oil gives complete lubrication. An inferior lubricant which breaks down under heat and gear-pressure gives you only partial lubrication. And partial lubrication means an imperfect gas seal, loss of mileage on gas, scorched cylinder-walls, broken piston-rings, broken bearings, shorter life of your truck, and lower re-sale value.

The argument for Havoline Oil applies just as forcibly to passenger cars as to trucks, tanks, aeroplanes, or machine guns.

Ask for Havoline in the sealed container.

Havoline greases are compounded of Havoline Oil and pure, sweet tallow. Clean to handle and correct in body.

**Indian Refining Company**  
Incorporated  
Producers and Refiners of Petroleum  
New York



**The Industrial Number, Cover.** Why should ship-building be selected for the cover design? Is it the great industry today? Where is it being carried on? Locate the chief centers of their industry throughout the country and note the localities upon which they depend for their raw materials. What industry or industries would you place second and why?

**The Second Battle of the Marne Which Made Veterans of Our Men, pp. 318-319.** Where is Chateau-Thierry? How far is it from Paris? What is the importance of its location? Is it a large or a small city? How well suited is this country for military operations? Does it favor the attacking forces or those on the defensive? (See picture and map.) What were the Germans trying to do in this battle? the Allies? How does this battle compare in importance with the earlier battles in which the Americans took part? (See "A Week of the War," issue of July 27, for facts as to battle.) How large and important a part did the different groups shown in the pictures play in the battle? How did each contribute to its success? Upon what particular branch of the army was the greatest reliance placed, and why? Write an account of the battle, using each one of the pictures in your description. (Imagine yourself a war correspondent for the time being.) What great battle in the world's history was fought within fifty miles of Chateau-Thierry, upon the same natural line of defense? Compare it with the present struggle as to the people who took part and what was really at stake. What did it mean to Europe?

**The War on the Piave, p. 309.** In what direction does the river lie from this hillside? from Hog's Back? What kind of a counter-attack are the soldiers expecting? What preparations are they making for it? Which is the more to be feared, and why, an attack or a counter-attack? Was this region easy or difficult to defend? Why? What was the nature of the Austrian retreat? Consult again pictures in recent issues for a better knowledge of this great battle. To what great battle in earlier Italian history might it be compared in importance? Has this region figured prominently in Italian history? Have any decisive world battles been fought here?

**American Aviators in Italy, p. 316.** What part did the aviator play in the recent fighting in Italy? (See issue of last week.) How are bombs carried in these machines? How are they dropped? How low do machines have to fly in order to drop them with accuracy? How heavy a load can a single machine carry? How many men are needed for these bombing machines? Is this particular service more dangerous or less so than other services performed by aircraft? Why? How many

## Readers' Guide and Study Outline

Edited by DANIEL C. KNOWLTON, Ph.D.

**NOTE:**—This number presents an excellent opportunity to sum up some of the industrial changes which the war has brought to pass, and to note the important part our industries are playing in winning the war. The part that the schools have taken in this industrial progress, e.g. the attention given to scientific and technical training, and how they are likely to be influenced by present conditions should prove an interesting topic for discussion. The importance of the trained hand and head in the struggle between the Allies and Germany can be emphasized. The teacher should stress the necessity, amounting to a patriotic duty, of all pupils fitting themselves for their particular tasks by remaining in school as long as possible.

distinct forms of service do airmen render? Which in your judgment is the most important and why? What recent exploit has been performed by Italian airmen led by Captain Annunzio? How will it add to the importance of these bombing machines? How will this kind of machine help win the war? Consult for information as to use of aircraft earlier issues of LESLIE'S and "Readers' Guide" for August 3.

**Replacing Two Score Horses, Bottles, Beams, and Building Blocks, the Omnipresent Motor Truck, pp. 311-314.** What work performed by these trucks would be difficult, if not impossible, for horses? How many different kinds of transportation uses are these trucks

of this work must be done in America? in France? What changes in industry in this country have become necessary because of this necessary work behind the lines? What is the most serious problem connected with this work? Why? How could a pile of old shoes be used? Describe in detail all the preparations in this country and the labor abroad involved in order to build the dam in the lower picture. On a map try to indicate the "Big Fan" described in the article. Name the cities and note the lines of railroad used. Locate as far as possible the different points on the front line where American troops needing supplies are to be found. Mention all the things needed by a soldier to fight successfully and point out the difficulties in supplying these. How has the American Government met the problem of equipping and supplying its soldiers at home and abroad.

**Destines of Labor Revised by War, p. 317.** Why has Bridgeport become an important industrial center since the war? How important was it before the war? What other cities or localities can you name which have been changed by the war? Mention the different ways in which the "destinies of labor" have been changed by the war. Are the houses of workers a fair indication of the condition of the worker? Explain. How successfully has Bridgeport solved this problem as compared with Erie? (See issue of July 27.)



Victorious Czechs burying their dead at Nicholskoe, Siberia, after defeating the Bolsheviks. Young Siberians who had joined the Czechs in driving out the Reds are seen in the procession also. The commander of the troops is walking directly behind the cart.

serving? Which in your judgment is the most important? Can you suggest any others? How many different kinds of industry are dependent upon them? What changes in these different industries have these trucks made possible? How does their original cost compare with that of horses? the cost of operating them? Could they be used profitably by a small producer? Explain what change in industry does the increased use of such equipment bring with it to the worker. How do they affect his chances for promotion until he becomes an employer? To what other uses are these trucks being put aside from the transporting of articles? How does their use save time and labor? Why are their uses especially important just now? Contrast transportation conditions at the time of the Centennial in 1876 with conditions today. Why is transportation more important today than at that time? How recent

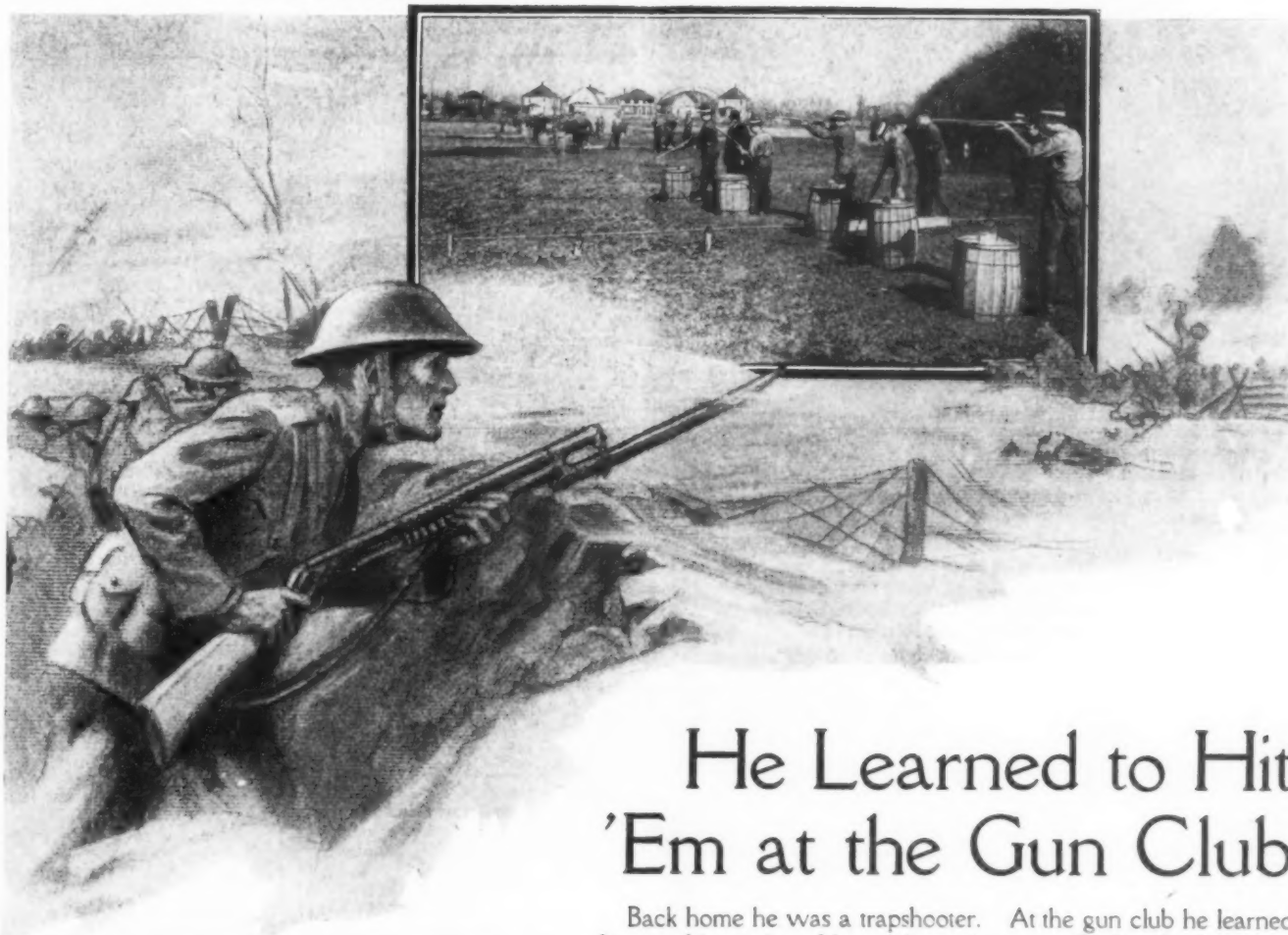
## A Week of the War

Continued from page 306

La Bassée and Arras, then approximately through Bapaume and Peronne to the River Somme, then south encircling the Forest of St. Gobain, continuing along the strong positions of the Chemin des Dames and then joining the present line before Rheims. Such a retirement would, indeed, involve giving up most of the ground won by the enemy this spring and summer, but it would eliminate almost all his serious dangers of position in the front as it stands at this writing and would add hundreds of thousands of men to his reserve. If a voluntary German withdrawal takes place this fall, it is far from unlikely that it will be to some such line as suggested above. If the retreat is forced, the extent and nature of the retirement will of course depend upon the fortunes of battle.



# DU PONT AMERICAN INDUSTRIES



## He Learned to Hit 'Em at the Gun Club

Back home he was a trapshooter. At the gun club he learned how to hit moving objects, ninety times out of a hundred.

Stopping a hand grenade in mid-air or dropping a charging Hun is "old stuff" for him.

At the cantonments and aviation camps in the U. S. and France regulation

## TRAPSHOOTING

at clay targets is a recognized part of the training. And with enemy trenches a few yards distant the bayoneted trench shot-gun is proving a most efficient weapon of defense or offense.

Whether for prospective active service or home defense you can learn to "shoot and hit" at one of the thousands of gun clubs in this country. You will be welcomed at any club by good Americans who will loan you a gun and teach you how to handle it with skill.

For address of nearest club and Trapshooting Instruction Book, check trapshooting in the coupon, sign your name and mail it now to

**E. I. DU PONT DE NEMOURS & CO.**

*Established 1802*

WILMINGTON

DELAWARE

THE DU PONT AMERICAN INDUSTRIES ARE:

E. I. du Pont de Nemours & Company, Wilmington, Delaware  
 Du Pont Chemical Works, Equitable Bldg., N. Y. . . . . Pyroxylin and Coal Tar Chemicals  
 Du Pont Fabrikoid Company, Wilmington, Delaware . . . . . Leather Substitutes  
 The Arlington Works, 725 Broadway, N. Y. . . . . Ivory Py-ra-lin and Cleanable Collars  
 Harrison Works, Philadelphia, Pa. . . . . Paints, Pigments, Acids & Chemicals  
 Du Pont Dye Works, Wilmington, Delaware . . . . . Coal Tar Dyestuffs

Visit the Du Pont Products Store, 1105 Boardwalk, Atlantic City, N. J.

Mark X before subject that interests you  
 and Mail This Coupon to  
**E. I. DU PONT DE NEMOURS & CO.**  
 ADVERTISING DIVISION

WILMINGTON L. W. DELAWARE

<input type="checkbox"/> Trapshooting	<input type="checkbox"/> Truck Special Fabrikoid
<input type="checkbox"/> Hunting	<input type="checkbox"/> Marine Special (U. S. Stand)
<input type="checkbox"/> Py-ra-lin Toilet Goods	<input type="checkbox"/> Book Finish Fabrikoid
<input type="checkbox"/> Challenge Collars	<input type="checkbox"/> Fairfield Rubber Cloth
<input type="checkbox"/> Novelty Sheeting	<input type="checkbox"/> Industrial Dynamites
<input type="checkbox"/> Transparent Sheeting	<input type="checkbox"/> Blasting Powder
<input type="checkbox"/> Py-ra-lin Rods & Tubes	<input type="checkbox"/> Blasting Supplies
<input type="checkbox"/> Py-ra-lin Pipe Bits	<input type="checkbox"/> Farm Explosives
<input type="checkbox"/> Py-ra-lin Specialties	<input type="checkbox"/> Anesthesia Ether
<input type="checkbox"/> Sanitary Wall Finish	<input type="checkbox"/> Leather Solutions
<input type="checkbox"/> Town & Country Paint	<input type="checkbox"/> Soluble Cotton
<input type="checkbox"/> Vitrolac Varnish	<input type="checkbox"/> Metal Lacquers
<input type="checkbox"/> Flowkote Enamel	<input type="checkbox"/> Wood Lacquers
<input type="checkbox"/> Ry. & Marine Paints	<input type="checkbox"/> Mantel Dips
<input type="checkbox"/> Antoxide Iron Paint	<input type="checkbox"/> Pyroxylin Solvents
<input type="checkbox"/> Bridgeport Wood Finishes	<input type="checkbox"/> Py-ra-lin Enamels
<input type="checkbox"/> Auto Enamel	<input type="checkbox"/> Commercial Acids
<input type="checkbox"/> Industrial Paints & Varnish	<input type="checkbox"/> Alums
<input type="checkbox"/> Raynite Top Material	<input type="checkbox"/> Pigment Bases
<input type="checkbox"/> Motor Fabrikoid	<input type="checkbox"/> Tar Distillates
<input type="checkbox"/> Craftsman Fabrikoid	<input type="checkbox"/> Bronze Powders

NAME

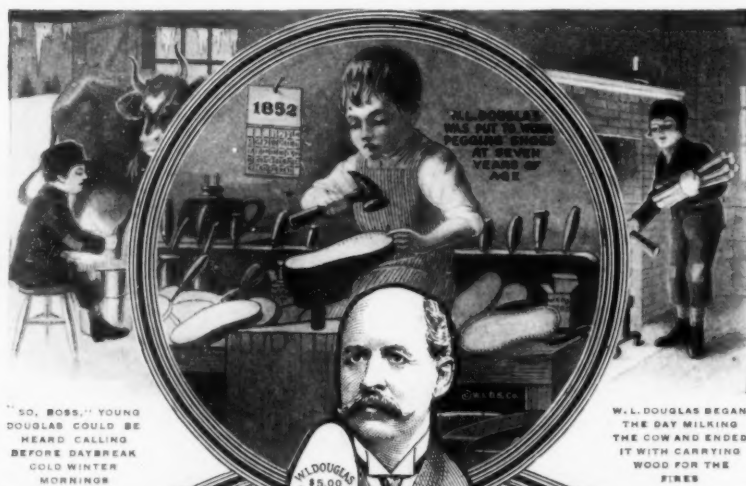
ADDRESS

CITY

STATE

BUSINESS

**DU PONT**

FOR  
MEN  
AND  
WOMEN
**W. L. DOUGLAS**  
 "THE SHOE THAT HOLDS ITS SHAPE"

\$3.50 \$4.00 \$4.50 \$5.00 \$6.00 \$7.00 &amp; \$8.00

BOYS  
SHOES  
Best in  
the World  
\$3.00  
\$3.50

You'll never need to ask "What is the price?" when the shoe salesman is showing you W. L. Douglas shoes because the actual value is determined and the retail price fixed at the factory before W. L. Douglas name and the retail price is stamped on the bottom. The stamped price is W. L. Douglas personal guarantee that the shoes are always worth the price paid for them.

Stamping the price on every pair of shoes as a protection against high prices and unreasonable profits is only one example of the constant endeavor of W. L. Douglas to protect his customers. W. L. Douglas name on shoes is his pledge that they are the best in materials, workmanship and style possible to produce at the price. Into every pair go the results of sixty-six years experience in making shoes, dating back to the time when W. L. Douglas was a lad of seven, pegging shoes.

The quality of W. L. Douglas product is guaranteed by more than 40 years experience in making fine shoes. The smart styles are the leaders in the fashion centres of America. They are made in a well-equipped factory at Brockton, Mass., by the highest paid, skilled shoemakers, under the direction and supervision of experienced men, all working with an honest determination to make the best shoes for the price that money can buy. The retail prices are the same everywhere. They cost no more in San Francisco than they do in New York.

**CAUTION**—Before you buy be sure W. L. Douglas name and the retail price is stamped on the bottom and the inside top facing. If the stamped price has been mutilated, BEWARE OF FRAUD.

For sale by 105 W. L. Douglas stores and over 9000 W. L. Douglas dealers, or can be ordered direct from W. L. Douglas by mail. Send for booklet telling how to order shoes through the mail, postage free.

President W. L. DOUGLAS  
SHOE COMPANY,  
151 SPARK STREET,  
BROCKTON - MASS.

### Regarding Subscription and Editorial Matters

**SUBSCRIPTION OFFICES:** Main office—Brunswick Building, 225 Fifth Avenue, NEW YORK. European agent: Wm. Dawson & Sons, Ltd., Cannon House, Breams Bldg., London, E. C. England. Annual cash subscription price \$5.00. Single copies of present year and 1917, 10 cents each; of 1916, 20 cents each; 1915, 30 cents each, etc.

Persons representing themselves as connected with LESLIE'S should always be asked to produce credentials.

**CHANGE IN ADDRESS:** Subscriber's old address as well as the new must be sent in with request for the change. Also give the number appearing on the right hand side of the address on the wrapper.

It takes from ten days to two weeks to make a change.

**ADVERTISING OFFICES:** Brunswick Bldg., New York; Walker Bldg., Boston; Marquette Bldg., Chicago; Henry Bldg., Seattle.

**EDITORIAL OFFICES:** Main office—225 Fifth Avenue, New York. Washington representative—28 Post Building, Washington, D. C.

To Contributors: LESLIE'S will be glad to consider photos submitted by any amateur or professional. Contributions should always be accompanied by postage for their return if unaccepted.

Contributors are requested to state—1. Whether such photographs have been previously published. 2. Whether they have been sent to any other paper. 3. Whether or not they are copyrighted.

Copyright, 1918, by Leslie-Judge Company. Entered at the Post-office at New York as Second-class Mail Matter. Entered as Second-class Matter at Post-office Dept., Canada. Published weekly by Leslie-Judge Company, 225 Fifth Ave., New York. John A. Schleicher, President. Reuben P. Schleicher, Secretary. A. E. Rolauer, Treasurer.

Printed by the Schweitzer Press.

Address all Correspondence to **LESLIE'S** 225 FIFTH AVENUE NEW YORK CITY

Replace the link Renew the fuse.

**ECONOMY**  
renewable FUSES  
cut annual fuse  
maintenance costs 80%  
**ECONOMY FUSE & MFG. CO.**  
Kinzie and Orleans Sts. CHICAGO, U. S. A.  
Also Made in Canada at Montreal

**BANKING BY MAIL AT 4% INTEREST**  
DISTANCE is no hindrance to saving money by mail at 4% interest with this large, safe bank which has been conducting a conservative savings bank business for 50 years. No matter where you live—send today for a copy of our interesting booklet "L".  
**THE CITIZENS SAVINGS & TRUST CO.**  
CLEVELAND, OHIO. ASSETS OVER 65 MILLION DOLLARS.

### DIAMONDS WATCHES ON CREDIT

**The Most Popular Solitaire Diamond Ring**  
Each Diamond is specially selected by our diamond experts, and skillfully mounted in our famous Loftis "Perfection" 14-karat solid gold 6-prong ring, possessing every line of delicate grace and beauty.

\$5 Down, \$2.50 a Month, buys a \$25 Ring.	\$15 Down, \$7.50 a Month, buys a \$75 Ring.
\$10 Down, \$5 a Month, buys a \$50 Ring.	\$20 Down, \$10 a Month, buys a \$100 Ring.

**Send For Free Catalog**

There are over 300 illustrations of Diamonds, Watches, Jewelry, etc. Whatever you select will be sent, all shipping charges prepaid. **YOU SEE AND EXAMINE THE ARTICLE RIGHT IN YOUR OWN HANDS.** If satisfied, pay one-fifth of purchase price and keep it; balance divided into eight equal amounts, payable monthly.

**LOFTIS** The National Credit Jewelers  
Dept. 0875 108 N. State Street CHICAGO, ILL.  
BROS. & CO. 1028 STORES IN LEADING CITIES

**Cuticura Soap**  
Ideal for the Complexion  
All druggists, Soap 25, Ointment 25 and 50, Talcum 25. Sample each free of "Cuticura, Dept. 3, Boston."

## Watching the Nation's Business

By THOMAS F. LOGAN

LESLIE'S WEEKLY Bureau, Washington, D. C.

### "Yanks!"

GENERAL PEYTON C. MARCH has rightly appealed to the general public to "cut out" altogether the use of the term "Sammy" with respect to our American troops abroad. This slang term is very weak. To call a vigorous, stalwart, fearless American soldier a "Sammy" is, on the face of it, a misnomer so ridiculous as to cause wonder how it could possibly originate in that line at all. General March denies that the French originated the term "Sammy." But it is generally understood that this grateful and emotional nation christened the first U. S. troops as "les amies" ("the friends"), which the Americans, ignorant of the French language, interpreted as "Sammies." On the other hand, the English soldiers have adopted the name "Yanks" to designate our boys at the front. This term has historic distinction. It was first used in Cambridge, Mass., in 1713. It was a slang term among the students of the college to express excellency. For instance: a yankee good horse, or yankee cider. It was also used in the sense of smart and clever. In the War of the Revolution the term was used as one of derision by the English. During the Civil War the term "Yanks" was generally used in the South, and Yankeeedom to them was any region in the North inhabited by Yanks. It is used to this day. Again the British have resorted to the name, but this time with the respect due to excellence and quick adaptability. It is a good name—historical, worthy.

### Patriotic Service First

There has been criticism of the State Department as the result of its request for the exemption of Colonel House's son-in-law, Gordon Auchincloss. The facts of the matter show that these constitute an injustice to Mr. Auchincloss. He is a married man with dependents, and without the slightest chance of his being drafted, he surrendered a lucrative legal practice at the request of the State Department to accept an important and difficult post as Assistant to the Counsellor who handles all the intricate commercial relations with foreign governments. Mr. Auchincloss's attitude represents the real spirit which should prevail under the draft law. The very purpose of the law is to have men serve where they are most useful—not where they think they are most useful, but where the Government says they are most useful. Shipyard workers are kept where they are because there could be no army in France without ships. The man who tends a still in an oil refinery may prefer to serve in the trenches, but unless he lets the Government decide for him he may desert a post where he is more needed than at the front. What would happen if General Foch, thinking the duties of strategy too safe, were to rush into the front line and be killed? The new standard of service has been raised in America. It is the service that subordinates egotism and personal pride to the national welfare. Voluntary enlistments have been barred while the new draft law is under consideration. Each individual should consider himself a soldier ready to do what the Government designates, whether the work be in the trenches or in the factory.

### To Meet the Labor Shortage

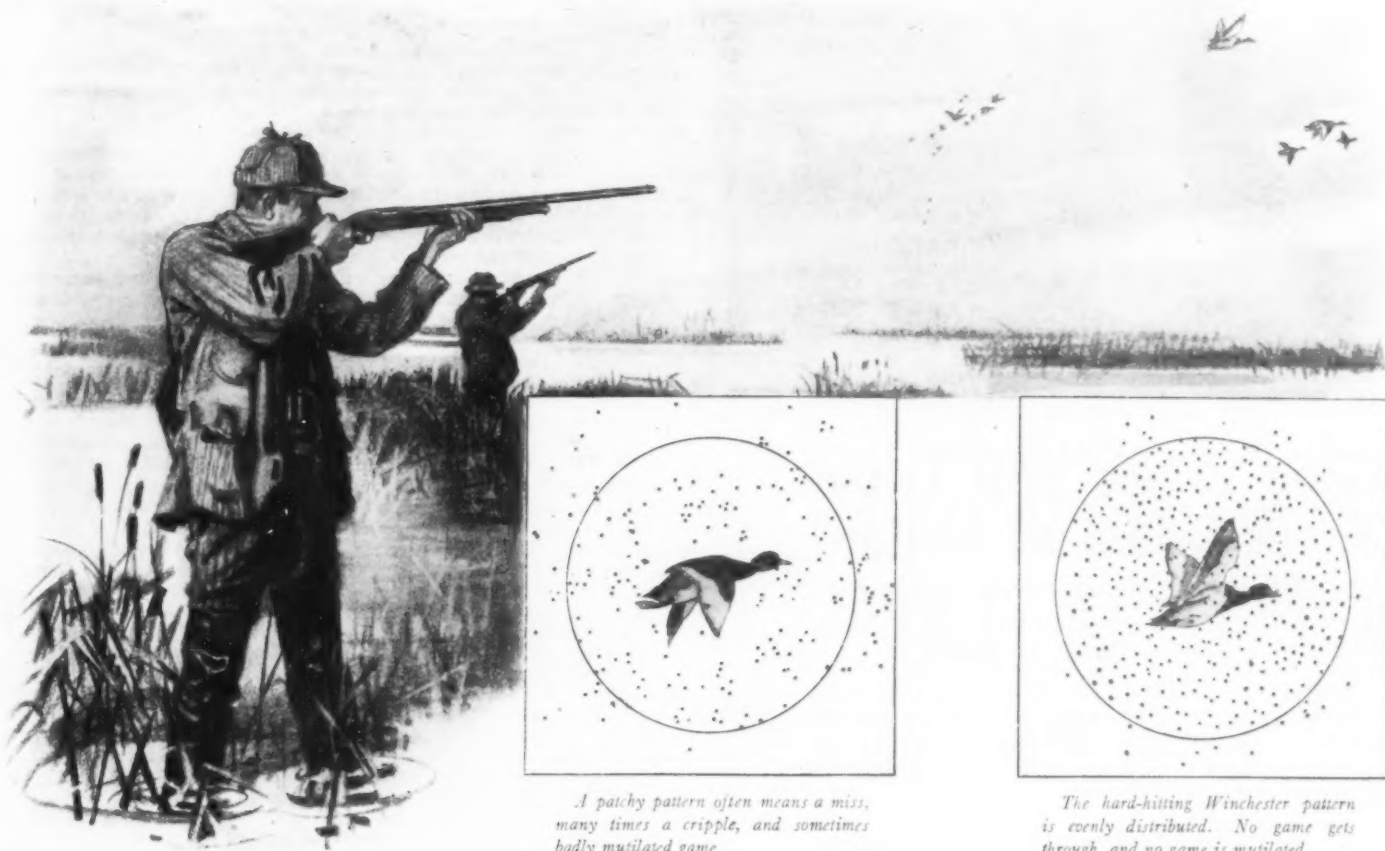
The labor shortage is already making demands upon importation. As the war goes on, and inside experts do not see the end for at least two more years, this problem will become more and more insistent. The solution was tried out in California by bringing over Japanese and a smaller

proportion of Chinese laborers. Even the most ardent devotees of the East would not call the experiment a success. One of Roosevelt's finest strokes of diplomacy, when in the White House, was to avert serious racial difficulty. In many parts of the South the growing negro boy is mobilized into the Boys' Working Reserve and he becomes an important factor in solving the labor shortage in the cotton and corn fields. But in the Southwestern States the problem is imminent, and these States have always looked with favor upon the Mexican laborer. The advantages of turning to Mexico to supply our shortage are many. There are 2,000,000 peons adjacent to our borders, ignorant, in practical servitude, gradually becoming poorer and more desperate owing to the political instability of the country. By nature they are docile, quick to learn, eager for loyalty when well treated. Though illiterate they make ideal laborers and are trained to wonderful endurance. Taught to hate the American, it would only take a few months of fair treatment to turn ignorant hatred into good-natured understanding. This would be a leaven that might go far to solve the ever-menacing Mexican problem. Under the ruling of Provost Marshal General Crowder, no Mexican laborers entering this country will be forced into military service. Under the ruling of June 20, Mexican laborers brought in during the war have the head tax and illiteracy tests suspended. Applications for such labor should be made to the United States Employment Bureau, or the Immigration Bureau.

### Putting Tractors on the Farm

When a machine can break and disk seven acres a day with two men, in contrast to one acre a day broken with horsepower and one man, then the tractor becomes one of the most important factors in food production. While the Department of Agriculture has no funds with which to purchase tractors for the farmers, it is encouraging the farmers to purchase them where it is demonstrated that they can be used to the greatest advantage. Assistant Secretary Clarence Ousley of the Department of Agriculture, in talking about tractors, said: "There is a county agent in every one of 2,450 out of the total of 2,850 agricultural counties of the United States. It is their business to give advice to the farmers. They have helped in introducing tractors. They have even gone to the local banks and lent the weight of their recommendation to the banker, telling him that a liberal loan in a given community and to stated persons for the purchase of farm tractors would be a safe and beneficial investment for the community." In 1917, between fifty and sixty thousand tractors were built in this country. Probably 120,000 will be built this year, even if the output be in excess of the demand. There must be no unpreparedness in food production, and in case of emergency there will be tractors enough to go around. Because inexperienced purchasers believed the tractor, like the military tank, would do everything, even the impossible, results have been unsatisfactory abroad. England cut her order of a certain make from 8,000 to 4,000. Canada followed suit by reducing her order of 2,000 to 1,000. Farmers are discovering gradually that tractors are useless except under favoring conditions. They are especially valuable on flat, dry land impossible for horse to plow. The Federal Government gives no advice as to the different makes. County fairs and local farm machinery demonstrations determine this important point in a few practical hours' service.





*A patchy pattern often means a miss, many times a cripple, and sometimes badly mutilated game*

*The hard-hitting Winchester pattern is evenly distributed. No game gets through, and no game is mutilated*

## Is your game getting away because of faulty pattern?

**I**f there's one thing that spoils a day's hunting, it is a gun that shoots a patchy pattern.

Patchy patterns lead to the mutilating of one bird, and the missing or crippling of the next, at a like distance. Many a hunter "cusses his luck," when he ought to be getting better acquainted with his fowling piece and ammunition.

### Why uniform pattern is essential

Hunters concede that at least *three shots* are necessary to a *kill*. When three pellets land in the body of a bird, the chances are that one of them will reach a vital spot. Less than this number may mean a *cripple*, no matter what the size of the shot or its velocity.

In taking wing-shots at ducks or upland birds, therefore, an even spread of the pellets is essential—not for one shot, or two shots, but for *every shot*. For a successful day's hunting, your gun must shoot a uniform pattern, *that does not vary*.

### Try the Winchester Model 12

Shooting its own ammunition the Winchester Model 12 delivers an even, hard-hitting shot pattern at the range for which its muzzle is con-

stricted. With any kind of skill at pointing, you are bound to get a good bag of un-mutilated birds.

The Winchester Model 12 is a light, superbly-balanced shotgun, of graceful design. Pointing it is as easy as pointing your arm. It is simple and sure in operation, and it works smoothly in whatever position it is held.

For those who prefer a hammer-action gun, we have designed the Model 97. It is built on lines similar to the Model 12, but has hammer action. As a fowling piece it is exceedingly effective.

### An axiom of gun making

Men who know guns realize that the accuracy and durability of a gun depend primarily upon the barrel. To them the quality of the barrel measures the quality of the gun. With Winchester, the barrel is the gun. For years this has been an axiom of gun building in the Winchester shops. Through the most unremitting attention to boring, finishing and testing, Winchester has developed a single standard of barrel quality which prevails in the highest and lowest priced Winchester models.

### How the barrel is bored

The barrel of the Winchester Model 12 is bored to micrometer measurements for the pattern it is meant to make. The degree of choke exactly offsets the tendency of the shot to spread. Until its pattern proves up to the Winchester standard,

no gun can leave the factory. The nickel steel construction preserves the original accuracy forever.

The Bennett Process, used exclusively by Winchester, gives the Winchester barrel a distinctive blue finish that, with proper care, will last a lifetime.

### What Means

Look for this mark on the barrel of a Winchester gun. It means that the gun has been subjected to the *Winchester Definitive Proof* test. It stamps the gun with Winchester's guarantee of quality, which has 50 years of the best gun-making reputation behind it.

Every gun that bears the name Winchester, and that is marked with the *Definitive Proof* stamp, has been fired many times for smooth action and accuracy. It has also been fired with excess loads as a test of strength. At every stage of Winchester manufacture, machine production is supplemented by human craftsmanship. *Every Winchester gun is perfected by the test and adjustment process.*

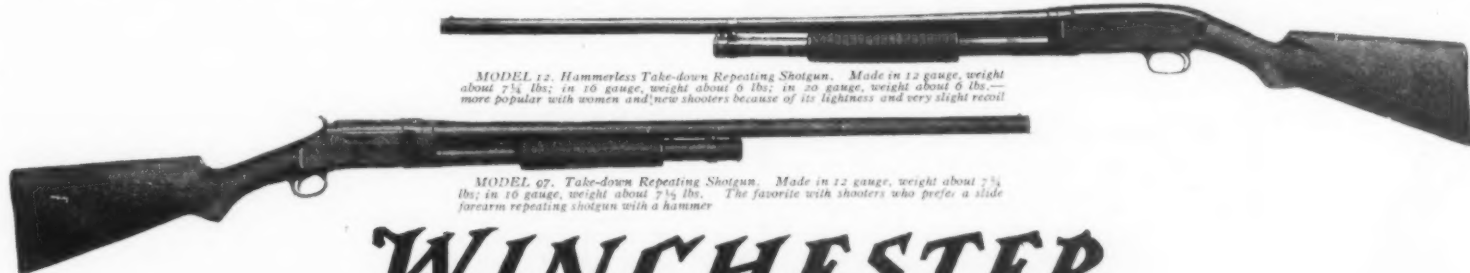
It is this care in manufacturing that has produced, in the Model 12 and Model 97, guns of unsurpassed game-getting qualities—guns which have won the name of "The Perfect Repeaters" among wild-fowl hunters.

### Write for details of Winchester shotguns and shells

Write for detailed specifications of the Model 12 and Model 97 and also for our new booklet on shells.

### Winchester Repeating Arms Company

Dept. 331 New Haven, Conn., U. S. A.

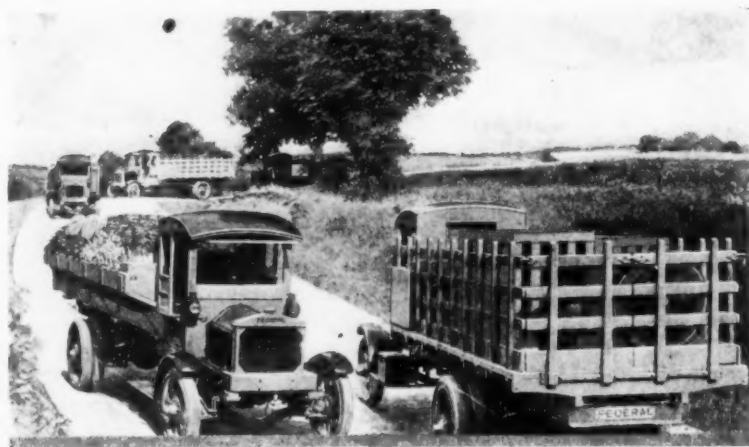


MODEL 12. Hammerless Take-down Repeating Shotgun. Made in 12 gauge, weight about 7 1/4 lbs.; in 16 gauge, weight about 6 lbs.; in 20 gauge, weight about 6 lbs.—more popular with women and new shooters because of its lightness and very slight recoil

MODEL 97. Take-down Repeating Shotgun. Made in 12 gauge, weight about 7 1/4 lbs.; in 16 gauge, weight about 7 1/4 lbs. The favorite with shooters who prefer a slide forearm repeating shotgun with a hammer

# WINCHESTER

World Standard Guns and Ammunition



## Good Roads Will Triple Truck Value to Nation!

Trucks—more trucks—hundreds of thousands of motor trucks are working day and night to help the nation in this great struggle.

Every train that moves—every ship that sails—every factory that works depends on trucks for hurry-up haulage. 585,000 trucks will be in service this year—capacity to handle 5,585,000 tons daily.

An invaluable service—almost incomputable—yet seemingly impossible when you consider the horrible roads over which these trucks are many times compelled to travel.

No one can help but realize the terrible economic waste! The inefficiency! The awful handicap of this weak link in America's haulage system. The value of motor trucks to the nation—to American Industry—could easily be doubled, probably tripled, if good highways were provided.

Federal made a test. A truck, heavily loaded, going over various types of roads. The results are startling! Here are the mileages recorded.

Dirt Roads	-	-	4.6 miles per hour
Gravel Roads	-	-	9.5 miles per hour
Concrete Roads	-	-	16.4 miles per hour

The answer must be better highways! And they should be built immediately! You and I must be interested; therefore, every citizen should lend his voice to the cause, now!

Thousands of miles of bad highways are restricting national haulage today.

### Federal Motor Truck Company

Detroit, U. S. A.

One to	Return Loads
Seven Ton	Will Cut
Capacities	Your Costs

# FEDERAL

THIS amusing picture, in full colors, 9x12, mounted on a heavy mat, ready for the frame, will be sent post-paid for

25 Cents

**JUDGE ART PRINT DEPARTMENT**  
225 Fifth Avenue New York City

## War: America's Great Industry

Continued from page 308

warehouses and storage yards at the water front, then railroad yards and more warehouses, then shops for assembling locomotives and cars; also rest camps, hospitals, offices for engineering headquarters, great lumber camps for our own foresters where wood for telegraph and telephones, railroad ties, buildings and many other uses is cut and put through American sawmills and shipped to wherever needed. There are great salvage plants, immense food storehouses, bakeries, ammunition sheds, aviation fields, training grounds, factories and assembling plants.

Between the Atlantic and Alsace there is everything that our army needs, from giant steam cranes capable of hoisting a great mogul locomotive to a tin spoon for the doughboy who has lost his from his kit during some hand-to-hand "official business" in No-Man's-Land.

We now have more than a million men in France. At the moment they are going over at the rate of more than 100,000 a week. Their barracks, food, clothes, ammunition, transportation, medical aid, hospitals and rest camps, do not come out of the thin air. All these things are very real and very necessary and it takes real ships and real locomotives, real freight and passenger cars, real motor trucks, real mule teams, real equipment from the smallest to the largest to maintain our men at the front. And for this work the lines of communication must be kept busy.

Go to any big city and look over the equipment necessary to transport the people and the goods, in our quiet, everyday civil life. View the ships, ferries, locomotives, cars, docks, railroad yards, freight houses, motor trucks—all are necessary. Consider the time and labor and money spent in establishing these things. Then you will arrive at a little clearer idea of what has been done by the Americans in France.

You step across the room and turn a faucet when you desire a drink of water. It seems simplicity itself, just as the soldier mounts the firing step of a trench, sticks the muzzle of his rifle over the top, pulls the trigger and has thus sent a shot across to the enemy. Simple, isn't it?

But how about your water system? There's a pipe attached to that faucet which runs out to a small main which connects with a larger main which runs back to the giant water main that leads from a great reservoir or series of reservoirs. There are many great pumping stations and a great force of men to operate them, to keep the mains in order, to keep the reservoirs dammed at the proper height. All this vast network of property and activity lies back of the little nickel-plated faucet in your home which you deftly turn for a glass of water. And so it is with our army over there. The soldier may step up and take a pot shot at a sniping boche, but back of him is what? Great stores of food and ammunition, great lines of telephone and telegraph, railroad tracks and rolling stock, hospitals and bakeries and factories and storehouses, running back and back to the coast and the docks for the ships to land.

It is pretty much an unsung army that maintains our S. O. S.—a great horde of men from the humble day laborer with his shovel to the genius who can plan and build docks and railroads and cranes and everything else along the same gigantic lines.

"Welcome," cried France when our boys came over with their guns, and France meant it. But France had been four years in the struggle. She did not have enough telegraph and telephone lines for her own necessity; she didn't have half enough locomotives and rolling stock, warehouses or anything else.

We had to supply our own. And we have done it.

France could not detach men from her

fighting force to build these things for the Ever Expanding American Army.

"Helas! I despaired," an aged French contractor said to me, with tears in his eyes, but they were tears of joy. "I despaired. We could do nothing for you. We needed you, but we could only throw open our gates and say, 'Come on, here's our country—go ahead and maintain your army as best you may.' And it was of a sufficiency, you did the rest, yourselves."

Naturally we entered with inadequate facilities and we have undertaken and carried out an engineering task far greater in labor and in cost than the building of a dozen Panama Canals!

But let us get back to my delicious ham and egg breakfast. After I had amazed even the French-American landlady with my appetite, I strolled back to the docks. I had already visited some of the ports of arrival. Here was another, one of the largest.

With me was the major in charge of construction. Back in the United States he was an engineer of importance and fame. I stood at the edge of this vast storage yard and looked across the busy stretch.

"How large is this yard going to be?" I asked him.

"To that church spire yonder," he replied.

I looked for it at a quaint little hamlet not far distant from where we stood.

"Not that one!" exclaimed the major, in disgust, "here—"

And he pointed along the wide ribbon of land beside that tidal river to where, almost lost to the view, rose a gray stone spire. I gasped.

"Five miles and a trifle over," said the major. "Did you think we were building a toy storage yard?"

Then he unrolled massive blue prints, one after the other, showing in white lines mile after mile of tracks, threading their way through a maze of warehouses. Where even now the kine were peacefully grazing on the salt-grass banks of this river, there were going up docks, traveling cranes and barracks, shipways, machine shops, storehouses for motor cars, airplanes, ammunition, hospital supplies, food—a veritable maze to me, yet to the major it was all quite as orderly and easy to understand and manage as a backyard vegetable garden to the suburbanite.

"When we first decided to establish a considerable base here," the major told me, "after looking it over, we made plans, such as these and sent them to the French authorities for permission to go ahead."

"Those plans came back in the hands of a famous French engineer. He was accompanied by several others. 'Now for a fight over our plans,' I thought. But instead the engineer handed me the plans."

"What's the verdict?" I asked. "Think we ought to extend the plans somewhat?"

"Extend!" the Frenchmen fairly shouted in unison. "He suggests extending this! No, no! Your undertaking is colossal—beyond all comprehension. If you think you can do it, go ahead. We approve every detail—but it cannot be done!"

"I told them that I believed we would do the trick in ten months or a year. They shook their heads, wished us all luck and went back, wondering at the daring of anything so stupendous. Well, you may see for yourself what has been marshes, cow pastures, fields, and a little settlement or two."

I learned something else that the major did not think worthy of mentioning. Twenty-four hours after those colossal plans were approved by the French authorities, work was started on them.

"But—but," I was staggered, myself, at the immensity of it all, "all these things do not grow on trees. How are you doing it?"

"Simple enough," replied the major; "we got permission to cut our timber



from French forests and imported American woodsmen, we brought over sawmills and all the necessary tools. We sent to Portugal for railroad ties and to England and home for freight cars and locomotives, for stationary engines and for tools and machines and steel for equipping machine shops so that we could then go ahead and make our own tools, and set up locomotives, cars, airplanes and motor trucks. We got corrugated iron for the roofs from everywhere, as far off as Ceylon, and in any place where we could strip old buildings or secure stores of extra material."

It is little wonder that we amazed the French. They do only one thing quickly—fight the Huns. Their battle of the taxicabs at the Marne proved their speed in this.

But in France mechanical construction is for the most part slow hand-work. They do not understand our methods of standardization, of fabrication, or our speeding up once we have the plants established.

"But we have not the men—you cannot manufacture the labor," the French authorities told our leaders in the work. With true Yankee briefness the reply came:

"We can try."

And so from ten nationalities we drew men for the labor.

It was a veritable Tower of Babel: workmen from the Philippines and Porto Rico, from China, Africa, and many other places. We have Mexicans, South Americans, Italians, Greeks, Mohammedans, and other creeds and nationalities.

A song smote my ears at one of the waterfronts where the men were handling unwieldy timbers:

"Dere's a chickun on ma back,  
Dere's a houn' on ma track;  
Ah's gwine to ma shack,  
Gawd knows!"

I knew that song of yore. I had heard darkies sing it from Virginia down into Alabama. Hurrying around a warehouse, sure enough there was a group of Georgia negroes, singing as they worked, strikingly out of place, but happy and hustling.

Brains and brawn must be about equally divided to create and maintain lines of communication sufficient for the needs of an army of a million that is rapidly growing into an army of five times that strength.

And the brains are there all right—brains that back home commanded salaries akin to those of railroad or insurance company presidents. I chatted with one famous expert who was dressed in muddy khaki. He was sloughing around the mud at the edge of a railroad yard watching a gang of huskies converting his plans into a reality.

And that man pays an income tax of \$375,000 a year!

Among the officers of construction work at one yard I found a New York bank president, two great industrial corporation heads, the builder of one of the biggest engineering projects in the United States, the chief engineer of one of our largest railroads, former heads of great engineering corporations, and an endless assortment of skilled men who, at home, were distinguished for their wealth and genius.

These men are working with the rank of captains, majors and colonels and drawing regulation army wages according to their rank. Probably in half of these cases the pay of these men wouldn't begin to pay their house rent at home.

Say "sacrifice" to them and they will turn their back on you and walk away. To them it is an honor to be doing this work.

"Do you really enjoy all this?" I asked a man whose salary back here was up close to the six-figure mark.

"Enjoy it? It's great. Why, man, we're helping make history, right here on this spot!"

This man went about with me, showing me what had been accomplished the week before. It seemed impossible for so much construction work to be performed in less than a month, even with our American chain-lightning methods.

"We have heartrending delays, to be sure," he said; "there's the labor problem—always a bother—and the tool problem.

We need a certain tool. When can we get one? There's not one in all France, nor in all England. If we cable it will be three or four weeks before it gets here and we must have it tomorrow. So a few skilled men go to our machine shop and before night they have made that tool. That's the way we overcome many difficulties."

The first need was docks, to unload our men and our supplies. At this particular port there were only sufficient docks to care for the needs of France. Our men went ahead and are constructing docks sufficient for the unloading of twenty great draught steamers at once. They are building 300 miles of railroad track to connect up those docks and the warehouses in that store yard. Before doing that, 7,500,000 cubic yards of filling had to be put in.

In the meantime the warehouses were going up like magic.

Result—that one place will now maintain an army of two million men with everything from motor trucks to canned tomatoes.

There will be 200 such great warehouses, each with 20,000 square feet of space, and eight others six times as large as that!

The steel for these warehouses comes from the United States. Like the famous *Agawam*, the 5,000-ton ship launched from the port of Newark shipyard on Memorial Day, these warehouses are "fabricated." Various parts are made all over the country, shipped and fitted over there. These are the first "fabricated" warehouses in history. The parts are interchangeable and these mammoth steel buildings are now going up at the rate of eight a week!

This means that one immense steel warehouse containing twenty thousand square feet of space is erected in less than a day.

In the locomotive assembling plant an entire locomotive is set up and ready to go out under its own steam in 36 hours. The men who are doing this work receive from the Government \$33 a month. At home their wages were from \$200 to \$300 a month. So we find that the engineers and other experts are making no greater sacrifices, in proportion to their worldly goods, than these mechanics.

To be continued next week

### Registration— Consecration Day

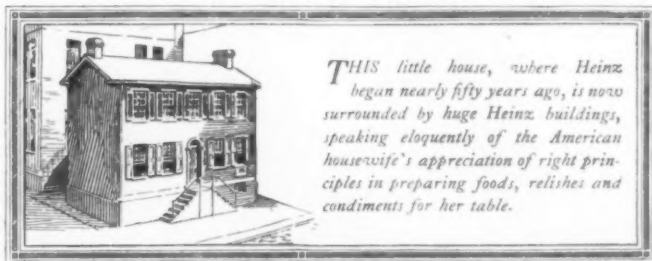
And now—you men who have stood by  
While they went forth—perhaps to die—  
These drafted lads who day by day  
In loaded transports sail away—  
You men who've seen them in their might  
Depart—these youths—to fight your fight—  
Now that the new draft bill is through,  
How does the matter stand with you?

Will you make answer fair and square  
When you fill out your questionnaire?  
Prepare you—man! The witness-stand  
Is calling you to show your hand—  
To prove how much is Patriot  
And how much blather and pure rot—  
How much of service—not of gold—  
You would give up or would withhold—  
How much exemption you would claim,  
And by what right you ask that same.

You may be one who thought no doubt  
That somehow things would straighten out  
And peace would come—and you be free  
Still to work out your destiny—  
Your dream of love and love of life—  
With equal hate of blood and strife,  
Why, untold millions have gone through  
Those same emotions—dreamed like you.  
Your case can boast no circumstance  
Without some parallel in France,  
And though each one has known the pain  
Of sacrifice—he's learned the gain—  
The priceless prize of service free,  
Laid at the feet of liberty.

Oh, man, go forth—eyes toward the goal,  
With selfishness purged from your soul,  
So that your registration may  
Become your consecration day,  
And wheresoe'er the summons be—  
To shipyard or to factory—  
Or to the battle-fields of France—  
Go proudly forth—look not askance—  
Right radiant to offer all  
Your life can give to meet that call.

ANTHONY EUWER.



THIS little house, where Heinz began nearly fifty years ago, is now surrounded by huge Heinz buildings, speaking eloquently of the American housewife's appreciation of right principles in preparing foods, relishes and condiments for her table.

# HEINZ

## OVEN BAKED BEANS



Foods are high in price.

A dollar doesn't go as far as it used to, but the family must have food that satisfies the appetite and nourishes the body.

Everybody likes Heinz Baked Beans—one of the most popular of the 57 Varieties—because they look good, taste good and *are* good. It was the "baking" that made baked beans a national dish. Heinz Beans are baked—baked in ovens—baked through and through.

That accounts for part of their superior flavor. They are baked in four ways to suit every taste, to please every whim or fancy.

Heinz Baked Beans with Pork and Tomato Sauce

Heinz Baked Pork and Beans (without Tomato Sauce) Boston Style

Heinz Baked Beans in Tomato Sauce without Meat (Vegetarian)

Heinz Baked Red Kidney Beans

All Heinz goods sold in Canada are packed in Canada



Native Papuans at a South Sea Island gold-mine operating a No. 16 geared Oster Die-Stock

No. 16 (two speeds) threads pipe from 2 1/4 to 4 inches



No. 306B (Belt or Motor Drive), threads and cuts off straight or bent pipe 1 1/4" to 6" and bolts 3/4" to 2"



Bulldog Die-Stock No. 102, threads six sizes of pipe 3/4" to 1 1/4"

## Proving pipe-threading simplicity

Pictures speak louder than words. If aborigines can successfully operate an Oster, it is certainly most convincing proof that all complicated mechanism, all delicate time-consuming adjustments, and all chance of imperfect threads have been eliminated. Expert knowledge is not required.

The 47 tools of the Oster line, ranging from heavy-duty pipe-and-bolt machines to light self-contained die-stocks, are all built to operate with the utmost simplicity and speed.

# Oster

HAND AND POWER PIPE-THREADING EQUIPMENT

Ask your supply house or write for catalog

THE OSTER MANUFACTURING COMPANY, Cleveland, O., U. S. A.

Specialists in threading equipment for more than a quarter-century



## Send Your Name and We'll Send You a Lachnite

DON'T send a penny. Just send your name and say, "Send me a Lachnite mounted in a solid gold ring on 10 days' free trial." We will send it prepaid right to your home. When it comes merely deposit \$2.75 with the post man and then wear the ring for 10 full days. If you, or if any of your friends can tell it from a diamond, send it back. But if you decide to keep it, send us \$2 a month until \$15.75 has been paid.

Write Today Send your name now. Be sure to tell us which of the solid gold rings illustrated above you wish (ladies or men's)—give us the size of your finger. Harold Lachman Co., 12 N. Michigan Av., Dept. 5446 Chicago



describes causes of deafness; tells how and why the MORLEY PHONE affords relief. Over 100,000 sold. The Morley Company, Perry Bldg., Dept. 774, Philadelphia

## STOP Punctures

As fast an air-inflated guaranteed puncture-proof inner tube—perfect, practical, inexpensive. Over 100,000 now in use. Stop the delays and expense of punctures by using

### Toliver Puncture-Proof Tubes

Guaranteed 5000 Miles Without a Puncture or a New Tube Free.

You can drive nails thru them—they won't leak. Don't take chances—enjoy puncture-free motoring. Write today for our latest Tube and Tire Catalog—It's a money and worry saver. Dealers:—Money is just rolling in to Toliver Dealers. No competition. Your territory may still be open. Write at once. TOLIVER TUBE & TIRE CO. 987 Toliver Bldg., Denver, Colo.

## Put In TOLIVER TUBES

## \$125.00 JOB FOR YOU

We will make of you a good bookkeeper-stenographer-penman BY MAIL at 1-6 cost of course at college; will secure for you \$85-to-\$125-a-month position or REFUND your money. Business men endorse our EIGHT WEEKS' Civil-Service-Mercantile-Bookkeeping Course. Government approves our Civil-Service-Bookkeeping Set; about 85 per cent of Government stenographers write our Shorthand. More than 300,000 bookkeepers, stenographers, bankers, owe their success to our Home-Study Course. Write right now DRAUGHON'S COLLEGE, Drawer 130, Nashville, Tenn.



## RAISE BELGIAN HARES For

HUGE PROFITS easily and pleasantly made. We furnish stock and pay you \$6.00 a pair and express charges for all you raise. Contract and book "Fortunes in Hares," free. NATIONAL FOOD & FIB ASSOCIATION Dept. 183 MILWAUKEE, WIS.



Colonial good taste has its effect on foreign-born citizens and tends to inculcate Americanism of the worth-while sort.



Mechanics living in attractive homes like these will do good work, raise healthy families and be in no hurry to leave town.

## Destinies of Labor Revised by War

Continued from page 317

done one of two things. He has either put up homes poor in appearance, planned by carpenters instead of architects, and with rooms that are smaller than they ought to be; or else he has put up houses that were simply built to sell—houses slapped together out of inferior materials and painted to look nice. Having very little capital to work with, the small speculative builder's undertakings have been badly financed. He has had to pay high interest and get his money back as soon as possible.

"But the new aim is to build houses that are permanent. For example, we use lead-lined pipe where the speculator uses galvanized iron pipe which lasts only seven years. As the Housing Company was organized by men of sound financial standing, we are able to borrow money at a comparatively low rate of interest. Ordinary building loans are high here in Bridgeport. The law fixes six per cent. as a maximum, but there is in practice a pernicious system for evading it under which the borrower pays a bonus besides. And, of course, the high rates make it necessary to sting the workman who lives in the house that much worse.

"Thus far, while doing our best to stabilize the rent situation and help Bridgeport digest itself, we have not attempted to sell any of our houses; but we are working out a plan of easy instalments which we hope to put into effect before long. The drawback about a workman's investing in an expensively built house in these days is that it may prove a drag to him. If he ever wants to sell it, he may not be able to realize anything like what he paid for it. On the other hand, a workman who owns

his own home is a better citizen of the community. Hence, we want to work out an arrangement whereby the wage-earner may buy his home and yet be guaranteed against loss in case he needs to dispose of it. It must be a liquid asset. So we are planning a bond system which will enable the mechanic to purchase in instalments an equity in the company representing seventy-five per cent. of the value of his house. When he moves to a larger house, that equity, in the form of bonds, will hold good and he will simply add to it the difference in price between the two houses. If he decides to remove to some other city and sell the house, he can get back the value of the bonds. The company will see to it that the market value of these bonds is maintained.

"Well, the Bridgeport Housing Company has completed its work as an independent concern and now, because of our experience in this field, we have been engaged by the Department of Labor to act as its agents in the building of seven hundred and fifty new houses, for which the Government has appropriated three million dollars. (It has granted also a million dollars for about one hundred houses to be constructed on the Remington tract.)

"We are mighty glad of the change. It takes a great financial burden off our shoulders. And what is most important, Bridgeport vitally needs these additional houses."

But Mr. Ham failed to mention the fact that he, personally, and by his achievements for the Housing Company, was largely instrumental in securing from Congress the fifty million dollar appropriation for industrial housing throughout the country.



Houses made up of small apartments, specially designed for newly-weds. Erected by the Remington Arms Co. on the Old Mill Green, five minutes' walk from the factory.

## Keep Rivalry Keen

among your workers by visualizing their records on this Movable-bar Chart.

## EDEXCO MECHANICAL GRAPHS

are new and simple types of Graphic Control Boards and make it easy for the executive to picture quotas and results in large or small businesses. A few minutes a day for all necessary changes and facts are revealed in their true relationship.

SEND NOW FOR FREE BOOKLET

illustrating in color various types of EDEXCO Mechanical Graphs.

Educational Exhibition Co. Publishers of Charting Papers, Special Maps and Books on Business Graphics and Manufacturers of EDEXCO mechanical-graphic Map Pins—Colors will not peel or scratch

230 Custom House St., Providence, R. I.



## The Industrial Melting-Pot

An eloquent bishop of the Methodist Episcopal Church was once a Pennsylvania coal miner. One member of President Wilson's cabinet worked for years in the Pennsylvania coal mines.

H. C. Frick, the noted captain of industry, got his first job as a mere lad in a millinery store. When he became bookkeeper he went into the coke industry in Pennsylvania and shortly after his thirtieth birthday was making a million a year.

Francis H. Sisson, vice-president of the Guaranty Trust Company of New York, predicts a great expansion of foreign trade after the war, and says this country should begin now to plan and work to meet the tremendous competition of other nations saddled with war debts.

Charles F. Brooker, the American Brass King, was once an office clerk, but frequently went into the machine shops of the company employing him, put on overalls and learned all he could about brass and its manufacture. This set him on the upward path to the presidency of the American Brass Company.

George M. Reynolds, head of the Continental & Commercial National Bank, Chicago's largest financial institution, was apprenticed in youth to a village store, but returned to farm work and subsequently got a place in a bank. There he was in his element and made his first strides toward higher position and wealth.

A. C. Bedford, chairman of the Standard Oil Company of New Jersey, began his connection with the oil business as an office boy. He strove to fit himself for higher duty and his advancement was rapid. He at length became a director in the S. O. organization and in time president of the S. O. of N. J. and then chairman of the Board. He is now giving effective service to the government in oil production and distribution.

General Coleman du Pont, the well-known capitalist, owner of the Equitable Building in New York and interested in many large enterprises, received a scientific education, but decided to start as a day laborer in a Southern coal mine. He worked his way up, went into street railways and subsequently greatly developed the du Pont Powder works at Wilmington, Del. His interest in this he sold for a score of millions.

H. P. Davison, one of America's ablest bankers and now general manager of the American Red Cross, started his business career as a messenger boy in a Bridgeport (Conn.) bank. He regularly learned the duties of the man ahead of him and was rapidly promoted. Later he went to New York and, though a stranger, by persistence procured a paying teller's position. In this he was a great success and afterward rose to be a bank president and later a partner in J. P. Morgan & Co.

## Express Trains Without Rails

Continued from page 310

also, this service illustrates perhaps the best example today of modern, efficiently operating highways transport. Return trips from the city bring back to the farmers such supplies as they need, repair parts for farm machinery, tools, etc.

Realizing that much available carrying capacity was being lost and useless waste occurring through only carrying a load one way, return load bureaus have been established in many different parts of the country. These bureaus are usually established in the office of the Chamber of Commerce or similar organization, and endeavor to bring together shipper and carrier by highways transport. More carrying capacity is made available by utilizing existing facilities more fully. The plan is patterned somewhat after England's idea, where this waste was early recognized and steps taken to prevent it.

The chief problem facing these bureaus is to awaken shippers to the fact that available freight-carrying capacity is moving in and out of their city regularly, which they have only to appreciate the possibilities of and seize the opportunity of moving their goods.

Return loads mutually benefit the shipper and truckman, assuring quicker delivery with less handling and danger of damage on the part of the shipper, and lessened operating costs for the carrier.

By co-operation with the bureaus in other cities information of available trucking facilities, or of goods awaiting shipment, can be interchanged, resulting in more freight being moved and fewer trucks running inefficiently without loads one way or only part loads either way. The bureaus assume no responsibility to either truckman or shipper, but do their best to bring the two together and lessen the difficulties of the freight-moving problem. The service rendered is altruistic and often at a heavy direct expense to the sponsors of the movement.

Highways transport must continue to operate in winter as well as in summer, for

it would be worse than folly, just at the period when assistance is needed most, to render useless this great new ally of transportation by allowing snow to block the highways. Rural motor express lines and return load bureaus are of small value when they can operate only during a part of the year. The highways should be used 365 days of the year. This will mean vigorous co-operation on the part of all who are interested heart and soul in the "Win the War" program, and one way is to keep open the road for the steady stream of war supplies flowing to seaboard over our highways.

These main highways must be brought into a comprehensive system—patterned as the railroads have patterned their systems, striving to connect population and shipping centers with regions of natural resources—agricultural, mineral, etc. Permanent-surfaced highways must be built and maintained, sufficient to stand the strain and carry the traffic of the future. The facilities for the movement of the freight are already here and far ahead of the roads themselves.

France today, after several years of war, has well-maintained roads, and realizes their vital necessity in wartime. Without her highways, what would have saved the battle of the Marne—or Verdun—or kept her army at the front supplied with munitions and other materials during the strenuous days of the German advance? The highways of France have carried unbelievable burdens, and because of their solid construction and system of maintenance are in fine shape today. Why should America not profit by this example?

Men of vision have seen the transportation trinity of the future—the steam and electric railroads, the inland waterways, and the highways—all co-ordinated in one vast transportation system which shall work to the benefit of the country to the greatest extent, and eliminate the possibility of embarrassment through lack of adequate transportation facilities.

## How I Teach Piano

In Quarter Usual Time  
At Quarter Usual Cost

and have been doing so year  
after year for 25 years—all by  
**Correspondence**



DR. QUINN AT HIS PIANO

From the Famous Sketch by Schneider, Exhibited at the St. Louis Exposition.

"Impossible!" some persons said at first, but every year I obtained more students, until today many hundreds of men and women are studying with me in **all quarters of the globe**. Every state of the Union contains **scores** of accomplished players of piano or organ who obtained their **entire** training from me by mail, and at quarter the usual cost and effort. I will gladly refer you to **any number** of my graduates who will soon convince you of the surprising results they obtained by my scientific method. Write for my 64-page free booklet, "How To Learn Piano or Organ."

### The Colorotone Saves You Months of Time

You learn faster, **not** because anything is omitted, but because you use every possible scientific assistance—many of which are **entirely unknown** to the average teacher. My patented invention the **COLOROTONE** sweeps away playing difficulties that have troubled students for **generations**. By its use, Transposition—usually a "nightmare" to students—becomes easy and fascinating. It enables you, in your **third** lesson, to play an interesting piece not only in the original key, but in all other keys as well. This one fact saves you **months** of valuable time. The **COLOROTONE** is patented and cannot be used by any other teacher or conservatory.

### Finger Action Shown by Moving Pictures

With my fifth lesson I send you another important and exclusive invention, **QUINN-DEX**, a mechanical "movie." It shows you every movement of my wrists, hands and fingers at the keyboard. **You see the fingers move**, as clearly as if thrown on the moving picture screen. You do not have to reproduce your teacher's finger movements from your **MEMORY**—which naturally cannot be always accurate. Instead, you have the correct models **right before your eyes** during every minute of practice. You follow them minutely and exactly without any chance of error or misunderstanding. Without **Quinn-dex** much of your time (and your teacher's time) would be devoted to correcting bad habits acquired through faulty practice. This discourages more students and wastes more time than any other single factor. **Quinn-dex** does away with it entirely. You cannot obtain anything like **Quinn-dex** except from me. Moving pictures have never before been applied to piano instruction. **Quinn-dex** is operated easily and simply by hand, and even a child can successfully use it. It contains **over 600 separate pictures**. **Quinn-dex** is fully explained in my free booklet "How To Learn Piano or Organ." Write today.

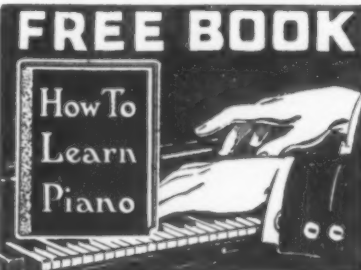
### Lessons 43 cents each

The old way of studying with a so-called "private teacher" by the oral or "spoken" method is rapidly being discarded, and anybody can see why. If you want a teacher "all to yourself" and can afford only \$1 to \$5 a lesson, it goes without saying that you can obtain only third-rate instruction. No true authority could give you his entire, **exclusive** attention for so small a fee. Furthermore, by the old-fashioned oral method, at least half your "private teacher's" time is absolutely **thrown away** in giving you routine instructions about clef signs, measure bars, sharps, flats, the value of notes and rests, etc., etc., which are **necessarily** the same for all students and could just as easily be put into writing. Of course you can't remember a **quarter** of what he tells you, so most of your next lesson is taken up going over the same material again. This truly sinful waste is entirely done away with by my **WRITTEN METHOD**. Your routine instructions are all in **writing** for reference any time, day or night. Nothing is forgotten nor needlessly repeated. You obtain as much of my time as you **really** need, and every minute of it is devoted to your **real guidance**, and **not** to routine instructions. In all **essential** ways you are in closer touch with me than if you were studying by the oral method—yet my lessons cost you only 43 cents each—and they include all the many recent developments in scientific teaching. For the student of moderate means, this method of studying is **far superior** to all others, even for the wealthiest student, there is nothing **better** at any price. You may be certain that your progress is at all times in accord with the best musical thought of the **present** day, and this makes all the difference in the world.

### Investigate Without Cost—Special Offer

My Method is endorsed by distinguished musicians and educators who certainly would not recommend a second-rate system. It is for beginners, or experienced players, from 14 to over 60 years of age. You progress as rapidly or slowly as you wish, in spare time at home. All necessary music is included **free** and becomes **your property**. Diploma and degree granted. The Tuition Fee is now, for a short time, cut exactly in half, on account of our Twenty Fifth Anniversary Offer. Investigate without cost or obligation. Write today, using postcard, letter or Free Book Coupon, for my 64-page free book "How To Learn Piano or Organ."

**MARCUS LUCIUS QUINN**  
**CONSERVATORY OF MUSIC**  
Studio DD, Social Union Bldg., Boston, Mass.



### FREE BOOK COUPON

QUINN CONSERVATORY, Studio DD,  
Social Union Bldg., Boston, Mass.

Please send me, without cost or obligation, your free booklet, "How To Learn Piano or Organ," and full particulars of your Course and special reduced Tuition Offer.

Name.....

Address.....



AFTER you have once experienced the real comfort of **KADY** Suspenders, you will always insist upon getting them in the future.

## KADY Suspenders

have the famous, comfort-insuring Double Crown Buckle which causes them to adjust themselves to every movement of the body, preventing pulling and binding and making the trousers hang just right.

Try **KADY** Suspenders! Wear them a week! Dealer will refund money if you are not satisfied.

Look for name **KADY** on buckles.  
716 at leading dealers.

THE OHIO SUSPENDER CO., Mansfield, Ohio

### WHAT KIND OF A MAN ARE YOU?

You young man? Are you prepared to meet face to face what life has in store for you and make a success of it, or are you going to fall in behind with the grand army of incompetents, who have taken a lifetime to study out and perfect. I, personally, am the result of that system. I experimented first with myself, because I wanted to be sure. Then I tried it on others with the same marvelous results. I have never had a failure among the many thousands who have placed themselves in my hands. I annihilate physical ills, and in many cases, mental ills. There are no drugs in my prescription. "Throw physics to the dogs." If ever there was a royal road to health, strength, energy and vitality, it is that known as the Strongfort System by which each pupil receives individual instructions.

Are you interested in yourself? Have you made a mistake at some time in your life as a result of which you are now suffering and paying the penalty? What are you going to do about it? Do you know that I can help you or will? In all earnestness and sincerity I beg of you to

LET ME RE-BUILD YOU  
There is a liberal education in my book, "Promotion and Conservation of Health, Strength and Mental Energy." It is FREE. Send for it to-day and include three 3c stamps to cover mailing expenses.  
**LIONEL STRONGFORT**  
Physical and Health Specialist  
641 Park Bldg., Newark, N. J.



## Sent on Trial

THIS superb, triple silver-plated Lyric cornet sent to you on free trial. Play it a week before you decide. Prove for yourself in your own home its tone and playing quality.

Terms Easy Handmade carrying case included given with special offer. You can pay in small monthly sums.  
Write Today for our big, 176-page book of all musical instruments. Sold direct from maker at rock-bottom prices. Write today—now.  
**THE WURLITZER COMPANY—Dept. 1446**  
East 4th Street, Cincinnati, Ohio  
South Wabash Avenue, Chicago, Ill.

### Agents: \$50 a Week

Introducing new 2 in 1 Reversible Raincoat. Two coats in one. One side a handsome black raincoat, reverse side fine dress coat, rich tan. Water-proof. Positively guaranteed.

**Make \$2500 a Year**  
Sell to business men, clerks, farmers, teamsters, truck drivers, miners—every man in your community is a prospect. Kahn made \$16 first day. Robins sold 3 first day. Be first to introduce this new, easy selling, big money maker. Write for territory and demonstrating sample.  
**Thomas Raincoat Co., 1214 Jane St., Dayton, O.**



## JAP ROSE SOAP

LATHERS INSTANTLY



### Learn Auto

and TRACTOR BUSINESS \$90 to \$300 Per Month

Thousands have learned here in 6 to 8 weeks and are making big money as repair-men, drivers and superintendents. Many now own their own garages, making \$200 to \$500 per month. Your big free book explains how you can do it.  
**RAHE'S AUTO & TRACTOR SCHOOL**  
2507 Oak St., Kansas City, Mo.

**FIBRE LEGS**  
4-POUND FIBRE LEGS—ON EASY TERMS.  
Orthopedic Braces for All Deformities. Send for Booklet.  
**Ray Trautman, 641 Dean Building, Minneapolis, Minn.**

# The New Industrialism

By WILLIAM H. TOLMAN, Ph. D.

THE worker to-day is of equal value with the fighter. Industry is a struggle, a war if you please. England now admits the mistake of sending her trained mechanics, her industrial élite, to the front. They should have been kept at home to work, and not sent abroad to fight. Modern war must consider the worker no less than the fighter.

An industry, large or small, is composed of units. Each has its own niche and value. Individually they are worth but little, collectively they assume vast importance. According to the success with which these units are welded together, so that they can be directed with the ease and intensity of a search-light, the industry in question succeeds or fails. This means organization, directing ability.

A private is not put in charge of a company. He has not been educated up to that responsibility. That comes later when, by his accumulated knowledge and experience, he has shown himself fitted for responsibility. Because of training and fitness, that duty is entrusted to the captain; he is a "know how" man.

As for industrial education, the captains of industry need it more than the privates, because the captain has the responsibility of directing others, and hence is a greater factor for success or failure. His education, therefore, I consider more important than that of the units under him, if any distinction in values is made.

In this discussion, I shall assume that the education of the captain of industry is complete in the technique of his profession, that he possesses the required engineering skill and scientific knowledge.

More than professional skill and experience is demanded to-day. The world has shrunk. Nations fairly elbow each other. Melville Stone of the Associated Press told me that the death of the predecessor of the last Pope was known in New York in advance of Rome. In fact, the announcement of the death of the Pontiff was wired back from New York to Rome by the Associated Press.

Problems of communication and transportation assume a vital importance in today's industry. The industrial leader must educate himself in the lessons they have for him. The mere mention of aerial transportation opens up a vista of immense significance to business methods and problems.

Another class in the school for the industrialist is that of international relationships. From now on, he must think in terms of internationalism. He cannot confine his thoughts to the boundaries of his own country. He must know, for example, how the purchasers of his commodity want it packed, shipped and delivered. He must think in terms of their requirements and demands. He must get away from the provincialism of the thought that his way is the best way. If the buyers don't like his way, they can leave it. Too often in the past they have left it.

The Great War in its intensity of destructiveness is bound to leave its mark on industry, only to an opposite degree, in that many of its devices will be diverted from their original purposes, and made to conserve instead of destroy. In the "lion's carcass, honey will be found."

Airplanes, observation balloons, dirigibles, submarines, concrete trenches, underground barracks, shelters and officers' quarters, in some cases hundreds of feet below the surface, wireless, and other refinements in the art of taking life, make the story of Aladdin's Lamp pale into insignificance and demand the utmost stress of the imagination.

The most necessary education for the employer is an understanding and acceptance of the spirit of the New Industrialism, which means, that he must provide

working-places fit for the greatest possible degree of safety and health for the workers. A working place that is not properly and adequately lighted, ventilated and heated; the danger zones of machines and processes safeguarded; consideration for fatigue; emergency treatment for accidents, which can never be entirely eliminated; problems of restoration to wage-earning capacity and re-education—these are some of the classes in the school for the modern employer.

The rewards for the pupil are not academic. There is a direct return. The newly acquired knowledge applied in making the working place fit will spell lowered costs, increased production, and lessened compensation expense for accidents and occupational diseases.

"Somewhere in the United States" is a plant making instruments of precision. The manager was seriously perplexed by an increasing number of spoils and seconds. There was also an increase of minor, but disabling, accidents. But what troubled him the most was spoils and seconds. They gnawed into the credit side of his production ledger.

Calling to his aid a teacher of the New Industrialism, the manager took him to the trouble department of the plant.

"Stop a minute," said the teacher, after watching a worker at the lathe. "Take that man's place for two minutes and keep your eyes on the danger zone of the machine."

The manager did so. Returning to his office, blinking and rubbing his eyes, he asked the teacher if he had found the cause of the trouble.

"Yes," he replied, "there it is," pointing to the manager's eyes.

"How do you make that out?"

"Well, you were only two minutes at that lathe. Your workers are hours at it. Just over the work zone of the lathe is a naked incandescent lamp, the bright light shining in the eyes of the worker, instead of on the work zone of the machine. Eye strain and fatigue for the employee; spoils and seconds for you. The work zone very often is a danger zone, hence accidents. A reflector for the lamp will throw practically all the light on the work and away from the eyes. A reflector is the answer. Like many other devices its cost is not prohibitive."

On the return of the teacher, some three months later, he found a much-pleased manager, who remarked,

"Say, do you know that your simple suggestion of the reflector has reduced our spoils and seconds to almost nil. The same is true of accidents." This one illustration is typical, but hundreds of similar experiences could be instanced.

Another lesson is a recognition of the value of the worker as a man, who must be regarded in the light of a human and not of a machine. An employer does not hesitate to scrap his machines and in some cases he has not been slow to scrap his humans. But to-day he can't afford to scrap men. They are too scarce.

Another lesson is the discovery and appreciation by the employer that some men have more pronounced qualities of leadership than others. Such should be marked for promotion, on account of their ability to shoulder greater responsibility. It's good business to push them along. They are bound to make good. Their selection and advancement should be made easy in the interests of mutuality.

The general planning a campaign knows the importance of strategic centers. Given the control of these, like the captain of an ocean liner, he can leave the bridge and put the first officer in control of the great ship. The same is true of the captain of industry.

When the employer has received his

## Special Opportunities

### PATENT ATTORNEYS

**Your Idea Wanted, Patent Your Invention.** I'll help you market it. Send for 4 free books, list of patent buyers, hundreds of ideas wanted, etc. Advice free. Patents advertised free. Richard B. Owen, Patent Lawyer, 14 Owen Bldg., Washington, D. C., or 2276 I Woolworth Bldg., New York.

**Wanted Ideas. Write For Free Patent Guide Books.** List of Patent Buyers and Inventors Wanted. \$1,000,000 in prizes offered. Send sketch for free opinion of patentability. Victor J. Evans & Co., 813 Ninth, Washington, D. C.

**Ideas Bring Wealth if Patented.** Send for Needed Inventions, List of Patent Buyers and Guide Book. Tells How to Secure Patent through our Credit Plan. Randolph & Co., 789 F St., Wash., D. C.

**Patent Your Ideas. Manufacturers** are quickly buying patents obtained through us. Write for free book of 307 needed inventions. D. Swift & Co., 351 7th St., Washington, D. C.

### HELP WANTED

**Men and Women Wanted, 18 to 60,** to fill thousands of vacancies and new positions in Government Service in Washington and elsewhere. Permanent, higher salaries, patriotic work, easy hours, paid vacations. Quick appointments. Write for Book RE, listing positions. Washington Civil Service School, 2018 Marden Bldg., Wash., D. C.

**Government Positions Pay Big Money.** Get prepared for "exams" by former U. S. Civil Service Secretary-Examiner. Write today for free booklet 99. Arthur R. Patterson, Rochester, N. Y.

**Men, Women, 18 or over, wanted** for U. S. Gov't. War positions. Thousands Clerical positions open. \$100 month. Write for list. Franklin Institute, Dept. T 127, Rochester, N. Y.

### AGENTS WANTED

**Agents \$40 a week selling new lantern,** 300 candle power. Burns Coal-oil. Can't set fire to anything. Burns in all kinds of weather. Rain-proof, wind-proof, bug-proof. Sells everywhere. Write for agency and sample. Thomas Lantern Co., 4240 North St., Dayton, Ohio.

**Sell Insyde Tyres. Inner Armor for old** or new auto tires. Increase tire mileage. Prevent punctures and blowouts. Liberal profits. American Access. Co., Dept. L-1, Cincinnati, O.

**Don't Wash Your Automobile. Dri-** Kleant does the job without water. Wonderful demand. Big profits. Details free. Dri-Kleant Co., Dept. 29, Cincinnati, O.

### PERSONAL

**Old False Teeth Bought. We Pay Up** to \$35.00 per set (broken or not) and buy gold crowns, bridges, jewelry, silver and diamonds. Cash at once—goods held 5 to 15 days for owner's approval of our offer. United States Smelting Works, Inc., 397 Goldsmith Bldg., Milwaukee, Wisconsin.

**Old False Teeth Wanted. Don't matter** if broken. We pay up to \$35.00 per set, also actual value for diamonds, old gold, silver and platinum. Send by parcel post, and receive cash by return mail. Goods returned if price is unsatisfactory. Mazer's, Dept. 27—2007 S. 5th St., Phila., Pa.

### FARM LANDS

**Money-Making Farm, \$1950. Borders** Sparkling Lake. 75 Acres. 1000 feet frontage on one of prettiest lakes in state; boating, bathing, fishing, profits from loamy fields, brook-watered pasture, 20 acres wood, timber; much fruit. 8-room house, 50-ft. barn, carriage house, poultry house, on good road, near station; owner's sacrifice \$1950, easy terms. Details page 5 Strout's Catalogue of this special mid-summer bargain and others, many with stock, tools, crops; copy free. E. A. Strout Farm Agency, Dept. 3, 150 Nassau Street, New York, N. Y.

### COLLECTIONS

**Enclosed find Check for amount due** you. This is the results when sending our Sure Fire Self Collecting Letters to old and hard accounts. Music composed. Booklet on request. Authors & Composers Service Co., Suite 511, 1433 B'way, N. Y.

### ADDING MACHINES

**Automatic Adding Machine, Subtracts,** Multiplies, Divides. Does work of \$300 machine. Retail \$10. Five-Year Guarantee. Catalog and Terms Free. Dept. L, Calculator Co., Grand Rapids, Mich.

### SONGWRITERS

**Send your poems today for best offer** and immediate publication. Free examination. Music composed. Booklet on request. Authors & Composers Service Co., Suite 511, 1433 B'way, N. Y.

### SALESMEN WANTED

**Salesmen: Get Our Plan for Monogram-** mering Autos, traveling bags, sporting goods, etc., by a simple and neat transfer method. Very large profits. Motorists' Accessories Co., Mansfield, O.

### CALIFORNIA

**Farm in Sunny California. All about** land, soil, crops, fruit, markets, poultry, stock. 25 cents for six months sub. to Farm and Irrigation Magazine (monthly), Dept. 22, San Francisco.

### PHOTOPLAYS, STORIES, ETC.

**Free to Writers—a wonderful little book** of money-making hints, suggestions, ideas; the ABC of successful story and play writing. Absolutely free. Just address Writers' Service, Dept. 30, Auburn, N. Y.

### Advertising in This Column

costs \$2.25 a line. 15% discount is allowed when six or more consecutive issues are used. Minimum space, four lines.



education, that of the employee is greatly simplified. For, unless the management is heartily in sympathy with the spirit and principles of the New Industrialism, plans for educating the workers can not succeed.

I have referred to strategic centers in the plan of a battle. In the industrial struggle there are also strategic centers. These are foremen. If I can secure the sympathetic interest and loyalty of the foreman, I can do what I please with the plant as a whole.

Because of his knowledge of the trade and the plant, a man is a foreman. He is responsible for those entrusted to his care during the eight working hours of the day. He is a point of contact between the men and those higher up. The foreman is the teacher and a psychologist. He must know men and make his decisions quickly. The green man must be set to work where he can produce the most in the quickest time. The foreman must be a miser of time and material, for waste cuts down production.

How now can the modern foreman, together with his workers, approximate ideal conditions of life and labor? Fitness for work is essential, not only for employer but also for employee. The fundamentals of fitness are three:

Technical knowledge,

Safe and healthful working-places,

Individual caution and self-control.

Unless the working place is fit, unless the worker puts himself in line, in order to keep up the fitness of the working place, wage-earning capacity will not be up to standard. Given a fit working place, the only reason for loss of time and production through accidents and occupational disease, is an unwillingness to respond and carelessness on the part of the worker.

Reduced to its lowest terms, the problem of education is individual responsibility. For the employer, this means the provision of a safe and healthful working place. For the employee, it means a return of his full working capacity. For every dollar of pay, he must return a dollar's worth of service.

Granted the need for education, its ways and means are necessary elements of success. The successful educator has in him the making of a successful diplomat.

Tact and an interesting presentation of the subject are essentials.

Let me illustrate what I mean by tact and an interesting presentation, pedagogically, by a bit of experience that recently came under my notice.

A big distributing business tried to impress upon its drivers that the key to the power-control of their electric trucks should never be left in the control-box when the driver left his car.

The inspector for the company saw Bill's truck standing in front of a saloon, with the key in the control-box. Rushing in to the barkeeper, he said:

"Say, where's Bill?"

"Over in the corner," was the reply.

"Bill," shouted the inspector, "get a move on. Quick, I want you." Bill got a move on him, making a hasty exit with the inspector, who took him to his truck, but the key to the control-box was in the inspector's hand and not in Bill's pocket, where it should have been.

"Bill, I know you've got a wife. Have you any kids?"

"Sure. Three fine boys and a girl."

"They play in the streets sometimes, don't they?" continued the inspector.

"Well, you know where I live, over on the Avenue. The kids don't have a chance to play anywhere else than on the avenue and on the side streets."

"All right," this from the inspector.

"Supposing a big truck comes along and stops where the kids are at play. The driver jumps down and goes inside the store, but leaves his key in the control-box."

"Boys will be boys, you know. Some of them are fresher than others. One of these 'smart Alecks' jumps on the front of the truck and monkeys with the control. Your kids saw the driver go in the store and reckoned that the truck would stand quite a while before the driver came out. But they didn't reckon on the 'smart Aleck,' and before they know how it happens, the truck is on them."

"The next thing you know is a call from the police station that your boy is in the hospital with a broken leg."

"I never thought of that before," says Bill. "You can bet your life that never again do I leave my key in the control-box. I wouldn't want anything like that to happen to my kids or any others."

Now, that actual happening illustrates real education, object-lesson teaching, resulting in an impression that stays by the pupil, who, perhaps for the first time, realized his individual responsibility.

Therefore the problem in education is to impress on every Bill in every working place, in this great country of ours, the need for individual caution and self-control, the fundamentals of safety.

To be continued

## The Good Days That Are to Come

Continued from page 315

been sufficiently optimistic; and what is true of the past I feel sure is true today; what has produced results in the past, I am confident, will produce results today. There is nothing in this wide world that would make me undertake this great program of ship construction upon any other consideration than that of approval and optimistic encouragement. A man who does not do his best under these conditions is not fit to have about our shipyards, or fit to be called an American citizen. And I have yet to see a man, however great his position in life, however important in affairs, or how great his name, that did not give his best effort and cast his greatest influence under the approval of his fellowmen.

### CORN WILL STILL BE KING

By E. T. Bedford, President of the Corn Products Refining Company and Chairman of the War Service Committee, American Manufacturers Association of Products from Corn.

THE consumption of the products of corn within the last few years has been fully doubled. Corn has been chiefly utilized in the manufacture of products that have gone into domestic consumption as substitutes for higher-priced foods made from other cereals and other sugars, such as cane and beet. The scarcity of the latter has to some extent been the cause of this

increased consumption, but the consumer has come to learn the real value of the substitutes. Take corn syrup, for instance; the housewife, in the interests of food conservation, so admirably directed by Mr. Hoover, is now using it in her preserves in the place of sugar. She finds that she gets a sufficient sweetness and a better finished product, for the corn syrup prevents granulation and preserves the fruit flavor. What is true of this is true of many other corn products. Hence the urgent recommendation of their still more general use which was made by the Food Conservation Department. Since the war broke out there has been made an edible oil from corn that is thought to be the equal of the higher-priced imported olive oil, for which it is being substituted. This is true all along the line. Note, for instance, how corn flour has been liberally used as a substitute for wheat flour. While this abnormal consumption of the products of corn will be somewhat reduced after the war, their general introduction, the recognition of their value and economy, and the endorsement they have received from experts, including the Government itself, which at one time, under a certain administration, looked with disfavor on some of

Continued on page 334

## Why Pay Full Prices for Diamonds



\$180

This ring is a gorgeous beauty, exactly suited for a lady. The diamond weighs 1.50 carats, 1/16 ct. of blue-white color, cut. Try to match at this price.



\$48

This solitaire cluster has every appearance of a 2-carat solitaire. An exact duplicate of platinum 14-carat white gold ring. Try to match this, too, at 60 per cent more.



\$89

This ring is a right up-to-date bargain. It is a fine blue-white diamond, 1/8 - 1/16 carat. An amazing saving.

Radically different from the ordinary catalog. Hundreds of special bargains listed in this new bulletin. Write for it today. But just one quantity of diamonds but all quantities are shown in this remarkable bulletin. Your name and address on the coupon is enough, but don't delay - write today - NOW!

Jos. DeRoy & Sons, 1542 DeRoy Bldg. Only Opp. Post Office, Pittsburgh, Pa. References by permission: Farmers' Deposit National Bank, Marine National Bank, or any Pittsburgh daily Newspaper.

### Diamond Banking

A house nearly 34 century in one location is in the business of diamond banking—lending money on high-grade diamonds, watches and other jewelry. When money we lend is not repaid we must sell the diamonds.

### Try to Match at Full 60% More

Here you can get diamonds at wonderful savings, proved by customers' letters. Diamonds which originally sold at full prices, The exact quantities for which full prices are paid today. Any new mountings you prefer. And you can try to match at 60 per cent more.

### Guaranteed Cash Loan

Diamonds bought here are like insurance policies. You know what you can borrow before you decide to buy—see our CASH-BACK GUARANTEE.

Sent on Approval We will be glad to send you, prepaid on approval, and without obligation any of our bargains for free examination. See them before you buy. Don't miss this opportunity.

### Send at Once for Jos. DeRoy Bulletin

Name \_\_\_\_\_ Address \_\_\_\_\_  
 Jos. DeRoy & Sons 1542 DeRoy Bldg. Only Opp. Post Office, Pittsburgh, Pa.  
 Gentlemen:—Please send me, absolutely free and prepaid, your new bargain bulletin of diamonds, watches and other jewelry. It is distinctly understood that I assume no obligation of any kind.

### 21 JEWEL BURLINGTON WATCH

The masterpiece of watch manufacture—adjusted to the second, position, temperature and location. Located at factory into your choice of the exquisite new watch cases. The great Burlington Watch sent on simple request. For at rate of \$2.50 a month. You get the watch at the same price that the wholesale jeweler must pay us. See color illustration. Write Today! Name of all newest designs in watches that you have to choose from. Name and address on a postcard is enough. Write today. Burlington Watch Co., Dept. 2446, 10th & Marston Blvd., Chicago.

**250 PER MONTH**

### High School Course in Two Years

Learn at home, in spare time. Here is complete and simplified high school course that you can finish in two years. Meets all college entrance requirements. Prepared by leading members of the faculties of universities and academies. This is your opportunity. Write for booklet and full particulars. No obligations whatever. Write today—NOW! AMERICAN SCHOOL OF CORRESPONDENCE, Chicago, U.S.A. Dept. 3149

### STUDY BANKING

Prepare by mail in spare time for this attractive profession in which there are great opportunities for both men and women. Send at once for free book, "How to Become a Banker," by EDWARD G. ALCOCK. AMERICAN SCHOOL OF BANKING, Dept. 10, 185 East State Street, Columbus, O.

**JUDGE 10 CENTS A COPY On All Newstands**

## Leslie-Judge Representatives Wanted

In Small Towns and Country Districts

WE want you to help us to introduce to the firesides of country homes, The Happy Medium, JUDGE and America's only Illustrated Newspaper, LESLIE'S WEEKLY. Young men and young women (17 to 21) preferred. No experience necessary. We teach and help you to secure subscriptions for three and six months and a year. No Single Copy Sale.

Use your spare time, evenings, holidays, etc., and earn from \$5 to \$25 a week, or put in all of your time and earn double this amount. Answer quickly so you can start now. Give population and description of town, township or territory you think you can cover.

SUB-AGENCY DEPARTMENT **LESLIE-JUDGE COMPANY** 225 Fifth Avenue New York City

## WAR SAVINGS STAMPS DELIVERED TO YOUR HOME

Tear Out—Fill In—Hand Letter—Carrier—or Mail to Post Office TO THE LOCAL POSTMASTER: Kindly have letter-carrier deliver to me on \_\_\_\_\_ for which I will pay on delivery:

(Date) \$5. U. S. WAR-SAVINGS STAMPS at \$\_\_\_\_\_ each  
 (State number wanted) 25c. U. S. THRIFT STAMPS at 25c. each.  
 (See prices below)

Name \_\_\_\_\_ Address \_\_\_\_\_ Leslie's Weekly

W. S. S. COST DURING 1918  
 Sept. \$4.20 Oct. \$4.21 Nov. \$4.22 Dec. \$4.23  
 W. S. S. WORTH \$5.00 JANUARY 1, 1923

## 6% Bonds of Solid Worth

THE first mortgage serial bonds, safeguarded under the *Straus Plan*, are a logical investment for the funds of any one wishing complete safety and a good interest return.

Call or write for our booklet, "Safety and 6%," and our current 6% offerings in \$100, \$500 and \$1,000 denominations.

Ask for Booklet No. H-803

### S.W. STRAUS & CO.

Established 1882 Incorporated  
NEW YORK CHICAGO  
150 Broadway Straus Building  
Detroit Minneapolis San Francisco  
Philadelphia  
36 years without loss to any investor

## The Graphite Industry and Its Possibilities

Among the industries which have shown great growth during the last few years, there are not many that have profited more than the graphite industry, the future possibilities of which are clearly set forth in an interesting article in our fortnightly publication.

### Securities Suggestions

Numbers 12 and 13 of this publication, which currently discusses important developments in the financial world, also contain articles on the following subjects:

Present Status of the Oil Industry  
Royal Dutch to Increase Capitalization  
Attractive Foreign Government Bonds  
Fortnightly Market Analysis  
The Part Payment Plan

To get these free booklets, write us for 20-D.

### R.C. MEGARGEL & CO.

Established 1901  
Members New York & Chicago Stock Exchanges  
27 Pine Street—New York

## Liberal Yield Positive Safety

**6%** ALL of the First Mortgage Real Estate Serial Gold Bond issues we offer are based upon new property that is income-producing. They are non-fluctuating and absolutely safe. The return is 6%. Write for booklet.

"A Buyer's Guide to Good Investments."

## Federal Bond & Mortgage Co.

Harry W. Ford, Pres.  
90 E. Griswold Street Detroit (138)

## Liberty Bond Service

We can serve you in any matter connected with Liberty Bonds—subscribing, buying, selling, exchanging, converting, registering, lending, etc.

For full information about Liberty Bonds and about our service send for booklet H-4.

"YOUR LIBERTY BOND"

### John Muir & Co. SPECIALISTS IN Odd Lots

Main Office, 61 Broadway, N. Y.

## Jasper's Hints to Money-Makers



GORDON C. CORBALEY

Executive secretary of the Seattle Chamber of Commerce, who, at a meeting of representatives of the leading commercial bodies of six industrial centers, declared that the Industrial Zone system was an imperative part of the government's war purposes and no obstruction to its operation would be tolerated.



ALBERT J. RHODES

President of the Seattle Chamber of Commerce and Commercial Club, an organization famous for its war efficiency. It has taken a leading part in making a success in the Pacific Northwest of President Wilson's new Industrial Zone system providing for prompt placing and filling of the government's orders.



TOM MCGEE

Of Dayton, Ohio, Uncle Sam's champion thrift and war savings stamp salesman. He sells from \$5,000 to \$30,000 worth of these securities a day. Recently he passed the quarter of a million mark and is still adding to his score. He has been for many years one of the most successful of insurance salesmen.

NOTICE.—Subscribers to *LESLIE'S WEEKLY* at the home office, 225 Fifth Avenue, New York, are placed on what is known as "Jasper's Preferred List," entitling them to the early delivery of their weekly and to answers to inquiries on financial questions and, in emergencies, to answer by telegraph. Preferred subscribers must remit \$5 directly to the office of *LESLIE'S* in New York, and not through any subscription agency. No charge is made for answering questions, and all communications are treated confidentially. A three-cent postage stamp should always be inclosed. All inquiries should be addressed to "Jasper," Financial Editor, *LESLIE'S WEEKLY*, 225 Fifth Avenue, New York. Anonymous communications will not be answered.

WE are all wondering what will happen after the close of the war. The war must close some day. Many believe that the day is drawing nigh. We have all sorts of conjectures and differing opinions, but I am convinced that my friend Mr. George E. Roberts, of the National City Bank, is right in this one conclusion, namely, that "We are out in the world to stay because we can never get our belongings home."

Our loans to the Allies, as Mr. Roberts points out, aggregate nearly ten billion dollars, which means an interest charge of five hundred million dollars a year. How can our Allies pay this? Surely not in gold, and quite as surely not in goods. Is Mr. Roberts right in the conclusion, therefore, that we must capitalize this accruing interest and reinvest it and keep on reinvesting it abroad? We shall see.

We talk about "a new social order" after the war, but Mr. Roberts brings out a striking fact that indicates a new financial order after peace shall come. But what about the industrial situation? There's the rub. Mr. Babson makes a gloomy prediction on after-war conditions, based on the fact that we have an enormous inflation of currency and credit and extraordinary stimulation of war industries, accompanied by the highest wages. He thinks that all this will tend to check prosperity, when industrial conditions become normal.

I have a great deal of respect for Mr. Babson's opinion on everything excepting the labor question. He inclines too much to the socialistic side, but on other matters his judgment is worthy of consideration, and it is so when he says that after the war we may turn, for the development of new business, to South America and the Orient. He fails to note the enormous demand after the war for our raw materials, especially copper, cotton, oil, packing and farm products. This demand is bound to be very large, excepting possi-

bly for wheat, for Australia has very large stores of wheat awaiting transportation as soon as shipping facilities can be provided, nor does Mr. Babson allude to the fact that the automobile industry—the third largest in the country, now sadly handicapped by the Government limitations—is bound to spring into a magnificent revival with the dawn of peace.

The most serious condition after the war will arise from high wages and inefficient labor, but it must be borne in mind that wages are now higher all over the world, except in the Orient, and that the cost of living in this country, in view of our expanded agricultural resources, will probably decline more rapidly than elsewhere.

Under the stimulus of high prices we have been planting more acres in wheat, corn, potatoes and everything else, than ever before. Every garden has been turned into a little truck patch, and the householder who has enjoyed his own vegetable garden will be inclined to continue to enjoy it. The number of productive acres thus added to our farming resources by the countless number of garden patches is difficult to estimate.

As war has abnormally developed our industries, so it has abnormally developed our agricultural resources. Dollar wheat may be the market price again after the dawn of peace, though possibly not soon after. Will the wheat growers then insist that the government shall still maintain the price of wheat at over two dollars a bushel? Recently when the cotton market declined, the growers agitated the question of asking the government to fix a profitable price on cotton. We have taken the first long step towards the socialistic doctrine of paternalism, and we may find it very difficult to retrace it. Certainly we can not do so until we elect legislators who will think more of the public and less of capturing votes.

We are having high prices in every other



## September Investments On Attractive Basis

WE are offering for September investment a list of bonds and short-term notes of a breadth and variety to meet the requirements of all classes of investors.

The securities which we offer have been thoroughly investigated by our buying departments and comply with high standards.

These securities afford a liberal yield and we recommend them for investment.

Send for List L-87

## The National City Company

National City Bank Building, New York  
Correspondent Offices in 31 Cities  
Bonds Short-Term Notes Acceptances

## IOWA TAX FREE

### Municipal Bonds

### Iowa First Farm Mortgages

Make up the bulk of securities held by many conservative banks. The reason lies in their absolute safety and attractive earning capacity. Individual investors should know more about Iowa securities in

Denominations of  
**\$50—\$100—\$500—\$1000**  
Part Payment Plan

if desired. Write for book—

IOWA INVESTMENTS NO. 1536

### Bankers Mortgage Company

Capital \$2,000,000  
Des Moines Iowa

**6% NET** INVEST YOUR SAVINGS  
Banks, Trustees, Insurance Companies, Institutions, etc., have invested with us for years without the loss of a cent in principle or interest. Individuals are invited to take advantage of our First Mortgages on improved farms, \$500 and up. 25 years experience. Our record an open book. Write for full particulars.  
**THE FARM MORTGAGE TRUST CO.**  
543 Jackson St. Topeka, Kansas

## THE BACHE REVIEW

Clear, condensed information weekly, on situation in business and financial world. Valuable to investors and business men.

Free on Application

**J. S. BACHE & CO.**

Members New York Stock Exchange  
42 Broadway New York

## SEATTLE 7% MORTGAGES

INTEREST rates are higher in the Pacific Northwest because of the strong sectional demand for capital. Our mortgages represent the unquestioned security of improved Seattle property, analytically selected by us. We forward interest semi-annually. Send for list.  
**JOSEPH E. THOMAS & CO., Inc.**  
Third Ave. and Spring St. Seattle, Wash.

## First Mortgage Bonds

Denominations, \$100; \$500; \$1,000. Every detail efficiently managed. Safety assured. Free Booklet "MILLER SERVICE" explains.  
**O. L. MILLER & CO.**  
8-1017 Hurt Bldg., Atlanta, Ga.



market than the stock market. The fear of government control, of exacting and oppressive war-taxes, of labor's increasing demands for higher and still higher wages, and the increasing difficulty of borrowing for anything but essential industries, added to the enormous government loans at high rates of interest, have naturally led to abnormally low prices for many securities that before the war were regarded with greatest favor.

It seems incredible that some of these shadows will not be dissipated with the appearance of peace. If they are, there can be no question that present prices of well-established securities are unusually low.

O., TAMPA, FLA.: This is not the time to sacrifice approved stocks. The best on your list are N. Y. Central, L. & N., Atchison and Pennsylvania. Your \$1,000 might well be invested in C. C. C. & St. L. pfd., now at a bargain price.

E., NEWBURGH, N. Y.: After many lean years Standard Motors earned enough to pay large dividends in the past year or two, but the company cannot compare in strength with Midvale. In the long run Midvale would seem preferable.

S., SAUK CENTRE, MINN.: New mining enterprises are usually floated by insiders who thus secure capital for their development. Ninety-nine out of a hundred of these projects fail to realize expectations. Buy the stock of established dividend-payers.

N., SAN ANTONIO, TEXAS: Denver & Rio Grande con. 4's, Rock Island ref. mtg. 4's, and St. Paul conv. 4 1/2's are not strictly gut-edged and "conservative," or they would not sell so low, but they are regarded as reasonably safe. If the margin plan of purchasing is adopted the margin should be liberal.

B., NEWBURYPORT, MASS.: One with \$150 to invest on the partial payment plan, and who seeks an opportunity to speculate would probably find it in such a list as you name, especially in N. P., Beth. Steel B. R. I. 6 per cent. pfd., and Penn. R. R. It would be more interesting to diversify your purchases than to buy ten shares of one stock.

O., JOHNSTOWN, N. Y.: There is no present prospect of a quick advance in Wright-Martin or Great Northern Ore. The latter pays a moderate dividend and has a fair outlook. W.-M., paying no dividend, may have greater speculative possibilities, but it is a long pull. Buy the preferred around 65, which looks cheap, with its accumulated dividends and small capital issue.

L., AVALON, PENNA.: Pierce Oil has shown strength since strong financial interests have become identified with it and it looks attractive at present, although it has had a considerable advance. National Enameling & Stamping appears like a good business man's purchase, though profits have mainly been due to cutting off of foreign competition by the war. The stock seems high enough.

L., INDIANAPOLIS, IND.: A woman with a small amount to invest would find the greatest safety, a fair return and an excellent prospect of profit in normal times in buying first-class bonds like the new U. P. 6's, C. C. C. & St. L. 5's, American Tel. & Tel. col. tr. 4's, C. B. & Q. joint 4's, U. S. Steel s. f. 5's, or Atlantic Coast Line R. R. first mtg. 4's. The Willys-Overland Company is doing a large business and the stock at present price seems an excellent speculation.

New York, August 31, 1918.

JASPER.

### Free Booklets for Investors

Seattle 7 per cent. mortgages, based on improved city property, are offered by Joseph E. Thomas & Co., Inc., 3rd Avenue and Spring Street, Seattle, Washington. The firm invites requests for information.

The latest information on any Curb stock may be obtained of L. R. Latrobe & Company, 111 Broadway, New York. These and other stocks may be bought through the company for cash, on the partial payment plan, and on margin.

The effect of the war upon commercial and financial conditions is ably analyzed from week to week by the "Bache Review," an authoritative publication. Copies free on application to J. S. Bache & Co., members New York Stock Exchange, 42 Broadway, New York.

All who contemplate purchasing stocks or bonds on the partial payment plan will find it to their interest to consult circulars M-4, "Partial Payment Stock Suggestions," and S-4, "Partial Payment Bond Suggestions," issued by John Muir & Co., specialists in odd lots, 61 Broadway, New York. These will be sent free.

An investment of about \$3800 in fifty shares of Cities Service pfd. stock yields a permanent monthly income of \$25. This is an attractive investment. Cities Service Company is one of the largest and strongest oil and public utility organizations. For full particulars write for circular LW-90 to Henry L. Doherty & Co., 60 Wall Street, New York.

The 6% first mortgage serial bonds safeguarded under the Straus plan strongly appeal to conservative investors. A little book, "Safety and 6%," and a list of offerings in \$100, \$500 and \$1,000 denominations, may be had by writing for booklet H-803 to S. W. Straus & Co., 150 Broadway, New York, and Straus Building, Chicago.

Six volumes more of the miniature financial library prepared by Slatery & Co., Inc., 40 Exchange Place, New York, will, it is announced, be sent to any applicant for "Re: offer 78-D." They comprise useful handbooks on silver, tobacco, steel, powder and five and ten cent stores stocks and "The Story of Oil."

The Federal Bond & Mortgage Company, 90 E. Griswold Street, Detroit, Michigan, offers 6 per cent. first mortgage real estate serial bonds based on new and income-producing property. The company's booklet "A Buyer's Guide to Good Investments," explaining this opportunity for investors, will be mailed to any applicant.

Recent price changes in Liberty Bonds have roused new interest in these securities. The investor who is puzzled by the variety of these government obligations will have things made clear for him by consulting a concise comparison of the several issues prepared by the responsible National City Company, National City Bank Building, New York. Copies sent upon request for L-86.

Iowa first farm mortgage and tax-free municipal bonds are among the best-regarded of these forms of securities. They are dependable and make a good yield. They come in denominations of \$50 to \$1,000, and may be bought on the partial payment plan. Details are in "Iowa Investments No. 153-C," sent without charge to any address by the Bankers Mortgage Company, Des Moines, Iowa.

Bonds bearing 7 per cent., in denominations of \$100 to \$500, and secured by a building in the central business section of rapidly growing Seattle, are recommended by the Northern Bond & Mortgage Company, 808 Third Avenue, Seattle, Washington. Complete information, with photographs and literature, may be had by addressing the company.

## Insurance Suggestions

ALTHOUGH it has been in vogue for only a few years, "group" insurance has established itself as one of the most important forms of life insurance. The leading insurance companies have accepted it as perfectly valid, and State insurance departments have given it official sanction. Originally there was much doubt as to its expediency from the insurance companies' standpoint. It involves the issuing of a blanket policy covering a large number of workers who are not required to submit to medical examination, and the granting of premium rates (paid wholly or in part by the employers) much lower than the insurants could obtain as individuals. The plan, therefore, was for a time regarded as extremely risky and as opposed to the scientific principles on which sound life insurance is based. Theoretically this style of insurance seemed unworkable, but experience has put to flight the doubts as to its value to all concerned.

Persons engaged in regular work are for the most part in fit physical condition, and a body of them, it has been found, furnishes as excellent risks as does the average run of policyholders who have met the medical tests. For the insurance companies the light expense incurred in writing this kind of insurance is an offset to the

reduced price of the protection accorded. Employers approve of group insurance because it tends to bind employees to the business and helps to solve the labor problem. That is why so many employers willingly bear the whole, or at least a large share, of the cost of insuring their particular groups of work people. The employees, even when they pay a portion of the cost, benefit by the low premium rates and are more contented and efficient; and when the protection is provided without charge to them, they are still more satisfied with their positions and wages.

Group insurance is beneficent in that it provides protection for numbers of persons who would otherwise feel unable to get insured. It is worth while commercially to any establishment, because it makes workers more steady and faithful. These facts have been recognized by hosts of large corporations. One of the latest to adopt the arrangement has been a chain-of-stores organization which has taken out a \$1,500,000 policy on its 3,000 employees. Policies of this character aggregating \$500,000 and \$1,000,000 are numerous. Owing to its salutary effect on the industrial and social situation, group insurance should be studied carefully by all employers who have not as yet looked into its merits.

HERMIT.



Recently General Pershing reported 52 soldiers killed in France, while on that very day the same number of civilians lost their lives in a western railway-wreck.

Yet this lamentable loss "over there" and "over here," gives no idea of the much greater loss "over here" on that day and every other throughout the year.

This loss averages every 24 hours about 3000 people more than 15 years of age and, sad to say, less than 20 per cent of those who die carry life insurance. But it is cheering

to state that the percentage of those who *do* insure is increasing year by year and not a few of these are turning to the

## POSTAL LIFE INSURANCE COMPANY

Resources more than  
\$9,000,000

Insurance in force  
\$40,000,000

Number of Policy holders, 25,000

The Postal Life is known as the Company of publicity. It goes out to the people through advertising and correspondence and carries throughout the land an admonition and an invitation to arrange insurance for personal and family reasons, also to safeguard business and to protect employees.

The Postal Life admonishes the public to investigate carefully before insuring and those who do look into the matter find that the Postal is the Company of *Safety, Service and Saving.*

### Find Out How The Postal Can and Will Serve YOU

You'll be interested in learning what the Company *can* and *will* do for you, *personally*. Just write and say: "Mail me life insurance particulars as mentioned in Leslie's for September 7th

AND BE SURE TO GIVE:

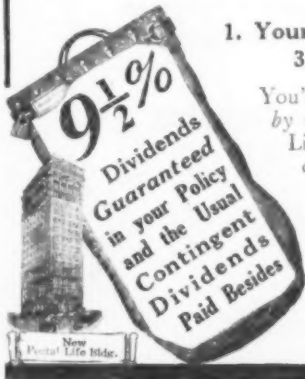
1. Your full name
2. Your occupation
3. The exact date of your birth

You'll receive full official information promptly, by mail. No agent will be sent. The Postal Life does not employ agents. The resulting commission savings go to you, because you deal direct—the best way.

### POSTAL LIFE INSURANCE COMPANY

WM. R. MALONE, PRESIDENT

511 Fifth Avenue Cor. 43rd St.  
NEW YORK





## America — the only Country able to produce the Three Great Products of Corn

America is not the only country that grows corn. But in other countries corn is corn and nothing else.

In America, Corn provides a delicious syrup, a wonderful oil for cooking and a fine starch for pastries and desserts.

The industry which makes this possible has been built up with the single purpose of preparing these products at a uniform and popular price—with modern machinery and without contact of human hands—thus insuring perfect cleanliness.

Karo is the favorite syrup in the homes, lumber camps and cantonments of America. A delicious spread for bread, griddle cakes, waffles, hot biscuit, and splendid for candy making, cooking and preserving. It saves sugar.

Mazola, the pure vegetable oil (pressed from Corn) saves animal fats in frying, and shortening. Wonderfully economical, and a great boon to the housewife. For salad dressings it is equal to the best olive oil, so hard to get now-a-days.

Argo Corn Starch helps make the most delicious bread, rolls, desserts, pancakes and saves wheat. Use part Argo Corn Starch instead of all flour.

Write for the *Corn Products Cook Book* and the *Mazola Book of Recipes*—wonderfully helpful little books in setting a table as economical as it is appetizing. At your service—free.

**Corn Products Refining  
Company**

P. O. Box 161

New York



## The Good Days That Are to Come

*Continued from page 331*

the products of corn, will undoubtedly be reflected in increased consumption under normal conditions. We have been told in the past that "Corn is King." After the war I predict it will be a greater king than ever.

### FUTURE OF THE AUTOMOBILE

By John Willys, President Willys-Overland Company

WHILE the energies of the Automobile industry are largely now engaged in war work, it, in common with all other American industries, is looking forward to the day when the world will be at peace again. The curtailment in the production of automobiles is due to the steel being required for the immediate prosecution of the war and not, as some are inclined to believe, to a lack of demand. With this reduction in the number of automobiles, it is reasonable to assume that the demand for them will be greater after the end of the war, so that the additional buildings and equipment, now engaged in work for the Government, will be used after the war to supply this increased demand. In addition, American automobile manufacturers will be ready to enter the foreign fields with their product under advantages never before accorded them. These advantages will come about through the releasing of ships into an American mercantile marine and the fact that other nations must, of necessity, engage largely in their own reconstruction.

### REEQUIPPING THE RAILROADS

By W. H. Woodin, President of the American Car & Foundry Company

AFTER the war is over, the rehabilitation of the railroads of the world will involve a tremendous expenditure of money, without taking into consideration any further extensions of the various systems. Railroad equipment in all of the countries now at war is being used up and worn out more rapidly than the manufacturers can replace it. At the same time, on account of the difficulty in obtaining machinery for replacements, and the scarcity of labor, it is only by the most strenuous efforts that the output of railroad equipment manufacturers is kept within sight of a normal production. The recent purchases by the Railroad Administration in this country will hardly replace the material that has become obsolete during the past year, and it is well known that our railroads for the last few years have not been able to purchase their real equipment.

The railroads of neutral countries are in even worse condition, for they have hardly been able to secure any equipment at all during the war. Railroad equipment manufacturers will undoubtedly have all the business they can produce for a long time to come, and the amount of profit that they make will depend entirely upon their own efficiency, for all other conditions, labor, the cost of material, etc., are entirely under Government control.

### THE MORAL GOOD AHEAD

By Edward Wise, President United Cigar Stores of America

THE losses sustained by practically all countries of the world are of such magnitude as to make predictions on post-war conditions purely a matter of conjecture. Two things stand out clearly in this war:

1. The material losses to the world in properties and man-power.

2. The great gain to the world from the moral and spiritual uplift of those remaining to carry on the world's work.

Assuming that the war will last another year the total debt at the present rate of borrowing of the twenty-two countries involved in the war, will amount to one hundred and ninety billion dollars, and the interest on the above to nine and a half billion dollars.

The destruction of buildings and indus-

trial machinery in Belgium totals one billion dollars and in France seven hundred million. The destruction of agricultural implements, raw materials, crops and live stock in Belgium has been seven hundred and eighty million and six hundred and eighty million in France. The loss of ships by destruction up to August 1 amounts to fifteen million tons, which leaves only one-third of the world's tonnage of pre-war period, and totals a loss to date of one billion and fifty million.

In man-power the number of men already lost in this war of all nations totals eight million five hundred thousand, with seven million seven hundred and seventy-five thousand permanently disabled, or a total of approximately sixteen million two hundred and seventy-five thousand. The productive man-power of these men amounted to forty-five billion. This wastage will have to be made up by those remaining, and how long it will take and what privations and suffering we will have to endure are beyond my prediction.

The great benefit of the war, as above stated, will be the moral and spiritual uplift of the world. Men who have been used to luxuries will meet in friendly comradeship those who have been less fortunate, and the great distinction that has prevailed between the classes will be broken down. Labor will receive its fair due for what it produces and swollen fortunes will be a thing of the past.

The desire for clean exercise, fresh air and a decrease in base desire will prevail throughout the world, making for a better race of people, which in itself is bound to produce better commercial results. This in itself will largely pay for the enormous loss of lives sustained in this war.

In the tobacco industry, in which I am personally engaged, I can see nothing which will decrease its usefulness to the people as a solace and clean mind and nerve relief. The concern running its business to serve the public well and conscientiously will always merit its share of the world's benefits to its respective industry, and I have no fears whatever from present conditions of our company's continued success.

While business is all important in the advancement of the world, I think big business has shown the spirit that the important thing today is to win the war. We will show the same spirit in the progress of our business in post-war times as we have shown in helping the Government throughout the war.

### LOWER PRICES AFTER THE WAR

By Colonel Samuel P. Colt, President United States Rubber Co.

THE rubber industry will be no exception to other industries engaged in production of important commodities after the war. There must be a marked recession in prices paid for labor and material commodities like cotton. The stimulation of high prices during the war brings into the field for competition after the war a number of smaller competitors whose business may not be as well founded as will be necessary to stand the shock of peace.

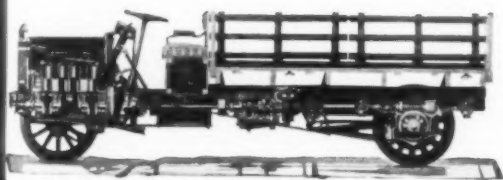
A recession in values of foodstuffs, particularly wheat, will, of course, relieve the workers in all classes from some high prices and make easier the accepting of the lower scale of wages that will prevail; but this same recession, if it comes rapidly, may bring considerable hardship to our farmers if they are not able immediately to produce at a profit wheat and corn at a figure demanded by market conditions.

All manufacturers will need ample reserves against recession of values in raw materials and finished goods on hand, and these reserves must be set aside during the war to avoid disaster. The farmers also should be encouraged to establish reserves through investments in Government securities and to otherwise build reserves.





**"Down on the Mexican border the very winds  
breathed Alkali—and here in France the clouds  
pour torrents—but still the Packard does not rust."**



**Packard**

**TRUCK DIGEST**

This cross-sectional view of the Packard truck suggests the numerous exposed metal parts which are subject to the conditions of the atmosphere—and which are protected against rust by the Parker Process.

The Packard does not rust because every truck which leaves the great Packard factory is protected against the elements by the Parker Process.

Visit the war zone—and you will find metal equipment of almost every character resisting severe atmospheric conditions without a sign of rust.

Passed by rigid government tests the Parker Process is now being used on army rifles, bayonets, machine gun parts, hand grenades, bolo knives, trench knives, bicycles, motorcycles, mine cases, buoys, aeroplane parts, food containers, bridle bits, stirrups, truck parts and other apparatus of war.

### ***Is Your Own Product Proof Against Rust***

Is your own product proof against rust—or do you have to sell it to your customer with the tacit admission that sooner or later it will corrode—and waste away in service?

Every manufacturer who uses steel or iron in any way will find much of interest in the new Parker Process book for industrial executives—a concise treatise on rustproofing which explains how the Parker Process is now used on metal articles from household ranges to fountain pens—from automobiles to building hardware—and how easily you can apply it to your own product without interfering in any way with your present manufacturing plans. Your copy will be sent immediately upon request.

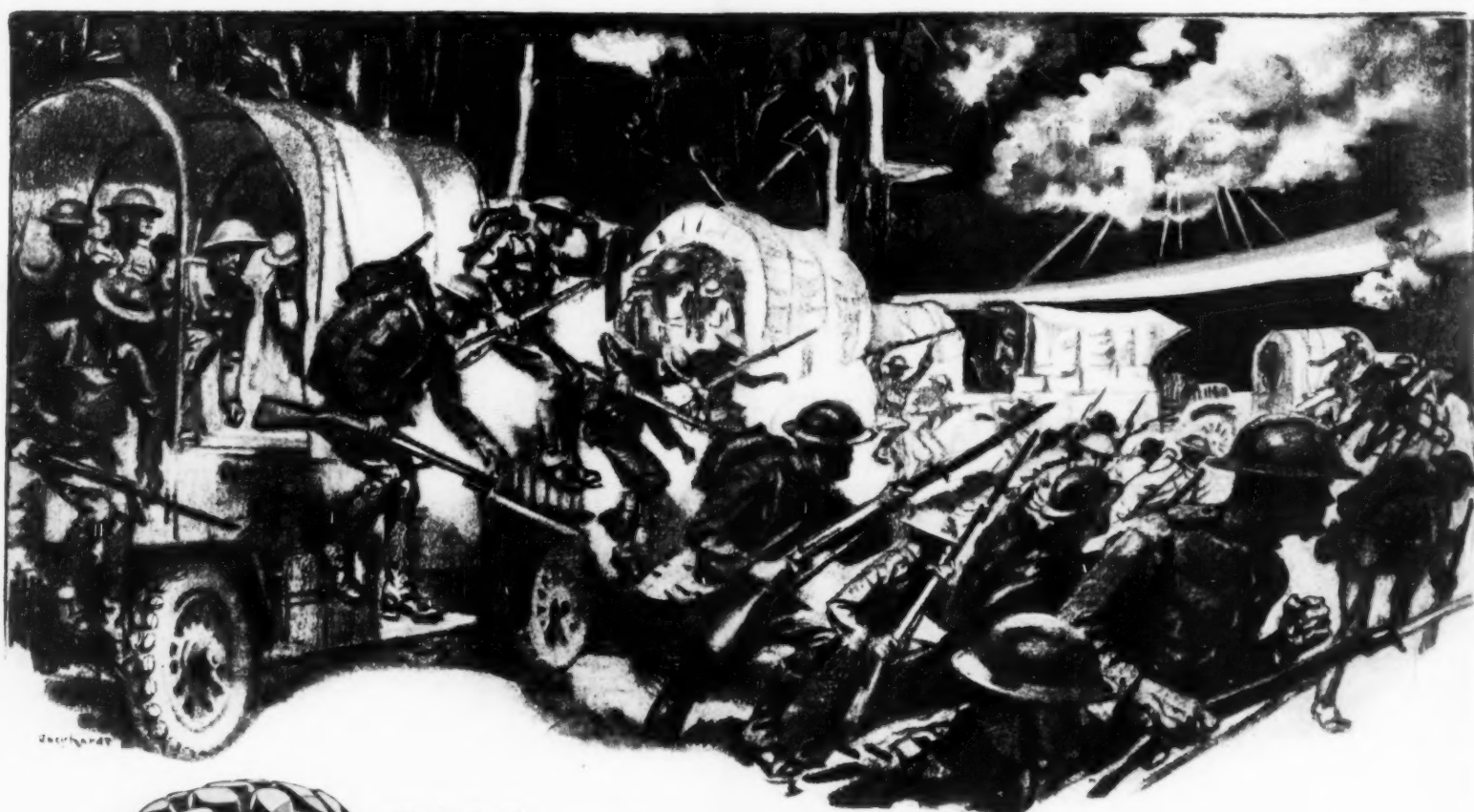


**PARKER RUST PROOF COMPANY of AMERICA**  
DETROIT, MICHIGAN, U. S. A.



# **PARKER PROCESS**

## **RUST PROOFS IRON AND STEEL**



'Nobby Cord'  
for Trucks

## In The Thick of It

"Gasoline saved Verdun", said Marshal Joffre, hero of the Marne.

And good cars with good tires have played a conspicuous part in Allied successes ever since.

United States Tires are good tires.

Both in the thick of the fray over there,—and at the important task of speeding war work over here, they are showing the out-and-out dependability that made them such marked favorites in times of peace.

There are five separate treads for passenger cars and light delivery work—the only complete line of tires built by any one manufacturer.

There is the famous 'Royal Cord', the 'Nobby', 'Chain', 'Usco' and 'Plain'—a type of tire for every driving need.

Also the 'Nobby Cord', the pioneer heavy-duty pneumatic and, for slower, heavier work the Solid Truck Tire, leader in its class.

No matter what car you drive or what roads you travel United States Tires offer you a type of tire exactly suited to your own individual use.

We suggest a talk with our nearest Sales and Service Depot dealer.

He will gladly help you select the tires you need.

*Also tires for bicycles, motorcycles and airplanes*

## United States Tires are Good Tires

